

California Travel Impacts by County, 1992-2004

2005 Preliminary State Estimates

March 2006



A Joint Marketing Venture of the California Travel and Tourism Commission
and the Business, Transportation and Housing Agency, Division of Tourism

PREPARED BY

Dean Runyan Associates
833 SW 11th Avenue, Suite 920
Portland, Oregon 97205
503/226-2973, Fax: 503/226-2984

for
California Tourism
A Joint Marketing Venture of
the California Travel and Tourism Commission
& the Business, Transportation and Housing Agency,
Division of Tourism
980 9th Street, Suite 480
Sacramento, CA 95814-2719
916/444-4429, Fax: 916) 444-0410
www.visitcalifornia.com

STATE OF CALIFORNIA
Arnold Schwarzenegger, Governor

BUSINESS, TRANSPORTATION AND HOUSING AGENCY
Sunne Wright McPeak, Secretary

CALIFORNIA TRAVEL AND TOURISM COMMISSION/DIVISION OF TOURISM
Caroline Beteta, Executive Director/Deputy Secretary
Tiffany Urness, Research Manager

TABLE OF CONTENTS

List of Tables and Figures	ii
Preface	iii
I Introduction	1
Revisions to Impact Estimates	1
Types of Travel Impacts Included	1
Transportation Impacts	2
Direct and Secondary Impacts	2
Impact Categories	2
Visitor Categories	3
Interpretation of Impact Estimates	3
II National Travel Trends	4
III State Travel Impacts	8
Impacts of Travel in California: A Summary	8
Recent Travel Trends in California	9
International Travel to California	11
Employment and Earnings	12
Travel Related Construction Activity	13
Gross State Product	14
IV Government Revenue Generated by Travel Spending	17
V County Travel Impacts	25
VI Transient Occupancy Tax Receipts	92
VII Appendices	112
A Travel Industry Accounts	113
B Travel Impact Estimation Procedures	124
C Definition of Terms	126
D Gross State Product and Indirect Business Taxes	128

LIST OF TABLES AND FIGURES

National Travel Trends

Direct Travel Spending in U.S., 1998-2005p	4
U.S. Travel Spending in Current & Constant Dollars, 1998-2005p	4
Overseas Arrivals to the U.S., 1996-2005p	5
U.S. Domestic Passenger Air Arrivals, 1996-2005p	6
U.S. Travel-Generated Employment, 1998-2005p	6
U.S. Payroll Employment, Selected Industries, 1996-2005p	7

State Travel Impacts

Direct Travel Impacts, 1992-2005p (summary)	9
Direct Travel Spending Adjusted for Inflation, 1992-2005p	10
Domestic Air Passenger Visitor Arrivals, 1997-2005p	10
Domestic & International Travel Spending in California, 2005p	11
Overseas Arrivals at California Ports of Entry, 1998-2005	11
Travel-Generated Earnings and Employment, 2005p	12
Value of New Construction in Travel-Related Buildings, 2002-2005	13
Travel Spending and Gross State Product, 2005p	14
Travel Impacts, 1992-1998 (detail)	15
Travel Impacts, 1999-2005p (detail)	16

Government Revenue Generated by Travel Spending

Government Revenue Generated by Travel Spending, 2005p	17
Local and State Travel-Generated Revenues by Type of Tax, 2005p	18
Indirect Business Taxes of Selected California Export-oriented Industries	18
Gross State Product and Indirect Business Taxes, Selected California Export-oriented Industries, 2003	19
Visitor-Generated Local Tax Receipts as Share of Total Receipts, 2004	20
Visitor-Generated Local Tax Receipts per Household, 2004	20
Households, Local Sales & T.O.T. Receipts by County, 2004	21-22
Total and Visitor-Generated State Sales Tax Receipts by County, 2004	23-24

County Travel Impacts

Summary Tables	26-33
Detailed Tables	34-91

Transient Occupancy Tax Receipts

California TOT Receipts, 1992-2005 Fiscal Years	92
TOT Receipts by County, 1995-2005 Fiscal Years	93-94
TOT Receipts by Jurisdiction, 1995-2005 Fiscal Years	95-111

Appendix

Bureau of Economic Analysis Tourism Industries	
Distribution of U.S. Travel-Generated Compensation, 2002	116
RTIM Travel Impact Industries matched to NAICS	117
Components of Industry Output	120
Gross State Product and Indirect Business Taxes, California Industries, 2003	128-129

PREFACE

The purpose of this study is to document the economic significance of the travel industry in California from 1992 through 2004 and to provide preliminary estimates for 2005. These findings show the level of travel spending by those traveling to and through the state, and the impact this spending has on the economy in terms of the earnings, employment and tax revenue.

This study was prepared for California Tourism. Special thanks are due to Tiffany Urness, Research Manager for her support and assistance.

Dean Runyan Associates
833 SW 11th Ave., Suite 920
Portland, OR 97205

(503) 226-2973
info@deanrunyan.com
www.deanrunyan.com

I. INTRODUCTION

This report describes the economic impacts of travel to and through the California from 1992 to 2005. The estimates for 2005 are preliminary and subject to revision. These estimates of the direct impacts associated with traveler spending in California were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates. The input data used to detail the economic impacts of the California travel industry were derived from various local, state, and federal sources. A primary objective of this research is to provide reliable, detailed figures that allow comparisons from year-to-year at the state and county levels. A description of the RTIM methodology is included in Appendix A.

ADDITIONS TO THIS YEAR'S REPORT

There are two new types of information provided in this year's report. First, an estimate of the value of new construction for travel-related buildings (for the years 2002 through 2005) is reported in the *State Travel Impacts* section (page 14). This is a statewide estimate derived primarily from McGraw-Hill Dodge Construction data.

Second, there is an entirely new section in this report entitled *Government Revenue Generated by Travel Spending* (pages 19-26). The primary focus of this section is on the local and state excise taxes generated by travel spending in comparison with other industries, and tax impacts for counties within the state.

TYPES OF TRAVEL IMPACTS INCLUDED

Most of the travel that occurs in California is included in the scope of this analysis. The purpose of such travel can be for business, pleasure, shopping, to attend meetings, or for personal, medical, or educational purposes. All trips to California by U.S. residents and foreign visitors are included. The travel of California residents to other destinations within California is included, provided that it is neither commuting nor other routine travel. Travel to non-California destinations by California residents is not included as a component of visitor spending. Outbound air travel impacts and spending on travel arrangement services are included in the "Other Travel" category.

The impacts associated with both overnight and day travel are included if the travelers remain at the destination overnight or the destination is over 50 miles, one-way, from the traveler's home. These definitions are used to screen and, if necessary, to interpret and adjust local data used for travel impact measurements. The most conservative interpretation is employed where data limitations cause deviations from the above definition.

TRANSPORTATION IMPACTS

The focus of this analysis is on the destination-specific impacts of visitors. This is straightforward with respect to the spending on commodities such as accommodations, food services, recreation and retail purchases. It is less obvious with respect to ground and air transportation services, in that transportation provides a link between an origin and destination. In this report, the impacts related to spending on transportation are allocated to the location (i.e., county) in which those spending impacts occur, regardless of whether that location is the ultimate destination of the visitor. For this reason, urban counties will tend to have relatively greater transportation impacts even though some of that spending on transportation will be related to visits at other destinations. This is a reflection of the interdependencies of the visitor industry.¹

DIRECT AND SECONDARY IMPACTS

Economic impact measurements reported herein represent only direct economic impacts. Direct economic impacts include only the spending by travelers and the employment generated by that spending. Indirect and Induced impacts (or “multiplier” effects) of the additional spending of businesses and employees are not included.

IMPACT CATEGORIES

The specific categories of travel impacts included in this analysis are as follows:

Impact Category	Description
Expenditures	Purchases by travelers during their trip, including lodging taxes and other applicable excise taxes paid by the traveler at the point of sale.
Total Earnings	The earnings (wage and salary disbursements, earned benefits, and proprietor income) of employees and owners of businesses that receive travel expenditures. Only the earnings attributable to travel expenditures are included; this typically is only a portion of all business receipts.
Employment	Employment associated with the above earnings; this includes both full- and part-time positions of wage and salary workers and proprietors.
Local Tax Receipts	Tax receipts collected by counties and municipalities, as levied on applicable travel-related purchases. Includes local sales taxes and transient occupancy taxes.
State Tax Receipts	State excise taxes such as sales and gasoline taxes attributable to travel expenditures, and income taxes levied on travel industry firms and employees.

¹ Spending on airfares to California are generally allocated to the counties in which air transportation employment occurs. The only exception is for San Francisco and San Mateo counties. Visitor airfares attributable to SFO airport are allocated to San Francisco visitor spending, even though the airport is located in San Mateo county.

VISITOR CATEGORIES

Travelers are classified according to the type of accommodation in which they stay. The types of visitors are as follows:

Type of Visitor	Description
Hotel/Motel/B&B Guest	Travelers staying in hotels, motels, resorts, bed & breakfast establishments, and other commercial accommodations, excluding campgrounds, where a transient lodging tax is collected.
Private Camper	Travelers staying in a privately owned (i.e., commercial) campground.
Public Camper	Travelers staying in a publicly managed campground such as those managed by the state or federal government.
Private Home Visitor	Travelers staying as guests with friends or relatives.
Vacation Home Visitor	Travelers using their own vacation home or timeshare and those borrowing or renting a vacation home where transient lodging tax is not collected.
Day Visitor	Both in-state and out-of-state residents whose trip does not include an overnight stay at a destination in California.

INTERPRETATION OF IMPACT ESTIMATES

Users of this report should be aware of several issues regarding the interpretation of the impact estimates contained herein.

- The estimates contained in this report are based on the most current data available and supersede all previous estimates of travel impacts.
- The monetary estimates in this report are expressed in *current* dollars. There is no adjustment for inflation, with the exception of the graphs on pages 5 and 11.
- The employment estimates in this report are estimates of the total number of full- and part-time number of jobs directly generated by travel spending, rather than the number of individuals employed. Both payroll and self-employment is included in these estimates.
- In general, estimates of small geographic areas (e.g., rural counties) are less reliable than estimates for regions or metropolitan counties. Trend analysis and comparisons of counties with relatively low levels of travel related economic activity should therefore be interpreted cautiously.
- The estimates of travel impacts published in this report will necessarily differ somewhat from estimates generated from different models, methodologies and data sources. Nonetheless, it should be emphasized that all credible estimates of direct travel impacts at the state level, including those of Dean Runyan Associates, are of similar magnitude.

II: NATIONAL TRAVEL TRENDS

Travel spending by domestic and international visitors in the United States is estimated at \$592 billion in 2005. This represents a 7.7 percent increase over 2004.

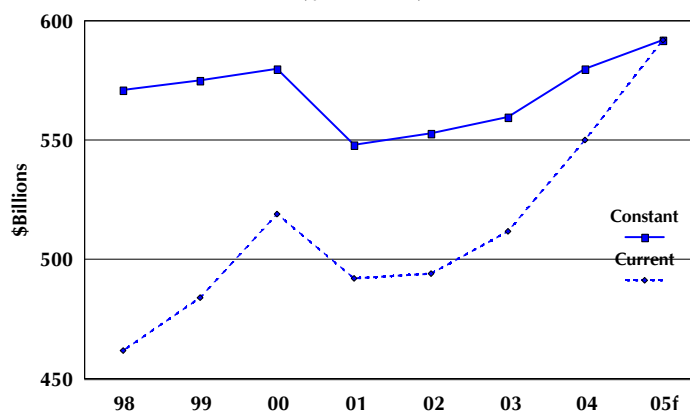
Direct Travel Spending In U.S., 1998-2005p (\$Billions)

	Domestic	International	Total	Pct. Int'l.
1998	\$391	\$71	\$462	15%
1999	\$409	\$75	\$484	15%
2000	\$437	\$82	\$519	16%
2001	\$420	\$72	\$492	15%
2002	\$427	\$67	\$494	13%
2003	\$448	\$64	\$512	13%
2004	\$475	\$74	\$550	14%
2005p	\$509	\$83	\$592	14%
<i>Annual Percentage Change</i>				
98-05f	3.8%	2.3%	3.6%	
04-05f	7.1%	12.0%	7.7%	

Source: Dean Runyan Associates and Bureau of Economic Analysis (BEA). Original total spending estimates for 1998 through 2000 reported by BEA were revised by Dean Runyan Associates based on most recent 2001-2004 BEA estimates. Estimates for 2005f (forecast) based on first 3 quarters of 2005.

Estimated travel spending in inflation-adjusted constant dollars should surpass the previous peak attained in 2000. Furthermore, the rate of growth in constant dollar travel spending since 2001 is similar to the rate of increase prior to the sharp decline in travel spending from 2000 to 2001.

U.S. Travel spending in Current and Constant Dollars, 1998-2005p (\$Billions)



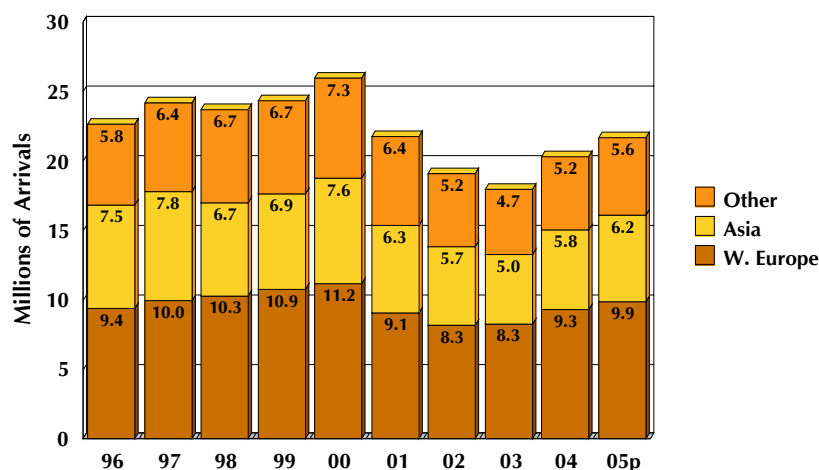
Source: Dean Runyan Associates, Bureau of Economic Analysis and Bureau of Labor Statistics. Constant (2005) travel spending deflated with composite of CPI-U. See notes in preceding table.

The recent changes in travel spending can be considered in terms of three factors:

- International visitation
- Air travel
- Economic conditions affecting business and leisure travel.

With respect to the first factor, the decline in international travel spending was steeper from 2000 to 2001 and has been slower to recover than domestic travel spending. During 2005, travel spending by international visitors in current dollars was only slightly greater than the level in 2000 (\$83 billion in 2005 versus \$82 billion in 2000). If the share of travel spending by international visitors was at the same 16% level as it was in 2000, it would amount to \$95 billion. Most of the decline in international travel spending is due to a general decline in overseas visitation, as is shown in the graphic below. Note that arrivals from all three places of origin (Western Europe, Asia, and all other) are below their 2000 levels. However, arrivals for all three segments have been increasing over the past two years.

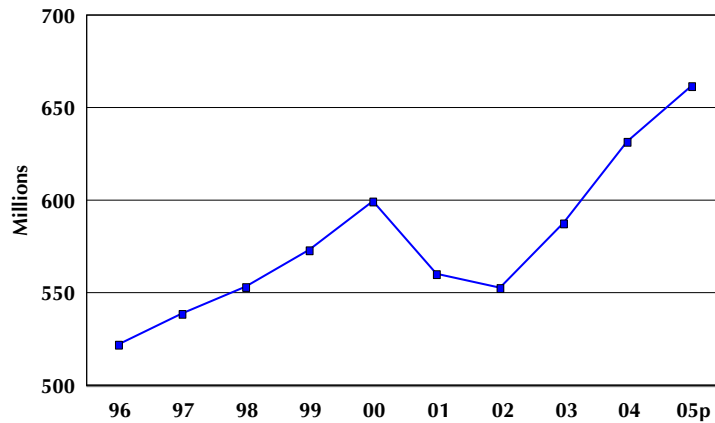
Overseas Arrivals to the United States, 1996-2005p
(Millions)



Source: Dean Runyan Associates and U.S. Department of Commerce, International Trade Administration, Office of Travel and Tourism Industries. Approximately 90% of all overseas arrivals are visitors. Canada and Mexico are not included (less than 20 percent of all international visitor spending). Preliminary estimates for 2005p based on January-November data.

Domestic air travel was also profoundly affected by the events of September 11, 2001. As shown in the graph on the following page, domestic air travel has recovered (even if the industry has not). This is an indication that the volume of both domestic leisure and business travel has increased in recent years.

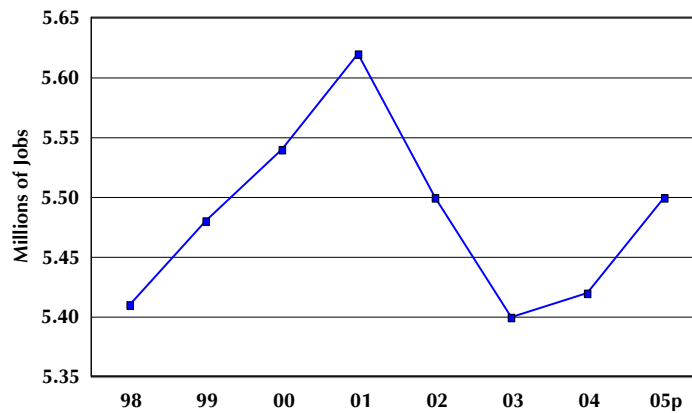
U.S. Domestic Passenger Air Arrivals, 1996-2005p



Source: Bureau of Transportation Statistics (U.S. Department of Transportation). T-100 domestic market data. Preliminary estimates for 2005 based on January through November data.

Although travel-generated employment began to recover in 2004, it is still estimated to remain substantially below its 2000 and 2001 levels.

U.S. Travel-Generated Employment, 1998-2005p (Millions of Jobs)

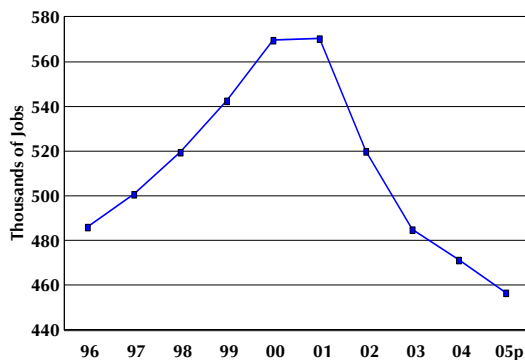


Source: Dean Runyan Associates and Bureau of Economic Analysis (BEA). Original employment estimates for 1998 through 2000 reported by BEA were revised by Dean Runyan Associates based on most recent 2001-2004 BEA estimates. Forecast for 2005f based on a 1.5 percent growth rate.

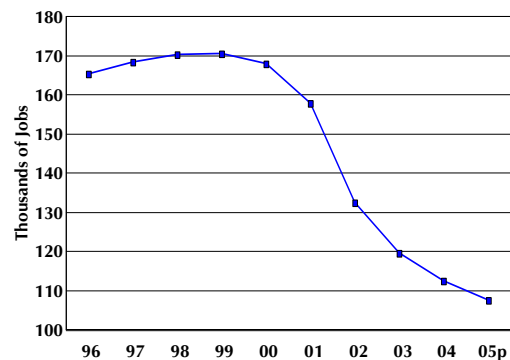
There are two primary reasons for the lag in employment in relation to spending. First, changes in employment often follow changes in travel spending as there are a number of intervening factors that effect employment levels, such as the ability of employers to adjust the number of hours worked. Second, there have been significant structural changes in the travel industry that have affected the overall level of employment. Two travel-intensive industries, passenger air transportation and travel agencies, have experienced employment declines independent of levels of travel spending. The emergence of lower-cost air carriers and the impact of new information technology on travel arrangement services have resulted in what are likely permanent employment losses.

US Payroll Employment, Selected Industries, 1996-2005p

Air Passenger Transportation



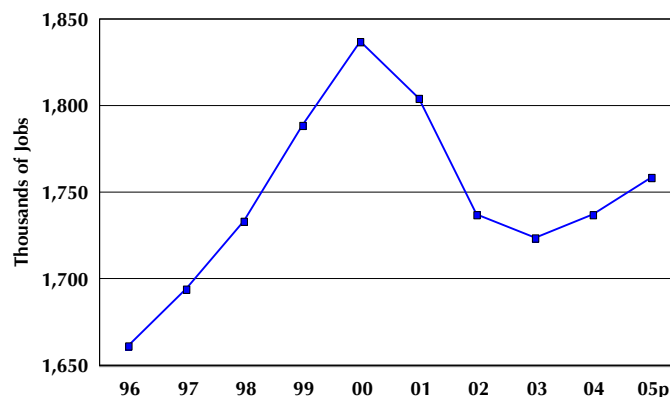
Travel Agencies



Source: Dean Runyan Associates and Bureau of Labor Statistics, Current Employment Survey.

The employment levels in the lodging industry also remain below those attained in 2000, although these employment losses are probably not permanent. They are a reflection of both travel spending and the excess room inventory that was added during the last several years of the previous decade.

Traveler Accommodations



Source: Dean Runyan Associates and Bureau of Labor Statistics, Current Employment Survey.

III. STATE TRAVEL IMPACTS

The multi-billion dollar travel industry in California is a vital part of the state and local economies. The industry is represented primarily by retail and service firms, including lodging establishments, restaurants, retail stores, gasoline service stations, and other types of businesses that sell their products and services to travelers. The money that visitors spend on various goods and services while in California produces business receipts at these firms, which in turn employ California residents and pay their wages and salaries. State and local government units benefit from travel as well. The state government collects taxes on the gross receipts of businesses operating in the state, as well as sales and use taxes levied on the sale of goods and services to travelers. Local governments also collect sales and use taxes generated from traveler purchases.

IMPACTS OF TRAVEL IN CALIFORNIA: A SUMMARY

- Total direct travel spending in California was \$88.1 billion in 2005. This represents a 7.6 percent increase over the preceding year. Travel spending has increased at an annual rate of 7.1 percent since 2003.
- There were 29.8 million domestic air passenger visitor arrivals to California airports in 2005, and increase of 2.6 percent over 2004. This exceeds the estimated number of visitor arrivals in 2000 – the previous high.
- During 2005, travel spending in California directly supported 911,800 jobs with earnings of \$28.0 billion. Travel spending generated the greatest number of jobs in arts, entertainment and recreation (229,100 jobs), food service (263,300), and accommodations (202,900).
- Visitors that stayed overnight in paid accommodations spent \$46.7 billion in 2005, or 57 percent of all visitor spending in the state.
- Travel spending in 2005 generated \$1.9 billion in local taxes and \$3.4 billion in state taxes.
- In 2005, one hundred dollars (\$100) of travel spending generated \$31.74 of earnings, \$2.19 of local tax revenue, and \$3.82 of state tax revenue.
- In 2005, the amount of travel spending that supported one job in travel-related businesses was \$96,600.

RECENT TRAVEL TRENDS IN CALIFORNIA

Total direct travel spending in California was \$88.1 billion in 2005. This represents a 7.6 percent increase over the preceding year. This is the strongest rate of increase since 1999-2000 (8 percent). However, a substantial share of this increase was due to higher room rates and gasoline prices. Although travel industry employment increased for the second straight year, it still remains below the level attained in 2000. This is in part due to the fact that employment in the airline industry is continuing to contract.

California Direct Travel Impacts, 1992-2005p

	Spending (\$Billion)	Earnings (\$Billion)	Employment (Thousand)	Tax Receipts (\$Billion)			
				Local	State	Federal	Total
1992	52.1	16.3	769	1.0	1.9	2.9	5.8
1993	53.1	16.5	770	1.0	2.0	2.9	5.9
1994	54.0	16.8	793	1.1	2.0	2.9	5.9
1995	55.4	17.4	810	1.1	2.1	2.9	6.2
1996	60.2	18.7	845	1.3	2.3	3.1	6.7
1997	65.5	20.2	885	1.4	2.5	3.3	7.2
1998	67.8	21.6	890	1.5	2.6	3.4	7.5
1999	72.2	23.0	927	1.6	2.8	3.6	8.0
2000	78.0	24.8	940	1.8	2.9	3.9	8.6
2001	74.7	24.3	873	1.7	2.8	4.1	8.5
2002	74.0	24.5	856	1.6	2.8	4.2	8.7
2003	76.8	25.2	875	1.7	2.9	4.2	8.8
2004	81.9	26.5	890	1.8	3.1	4.4	9.3
2005p	88.1	28.0	912	1.9	3.4	4.6	9.9
<i>Annual Percentage Change</i>							
04-05p	7.6	5.4	2.5	9.2	7.3	5.0	6.6
92-05p	4.1	4.2	1.3	5.5	4.4	3.6	4.2

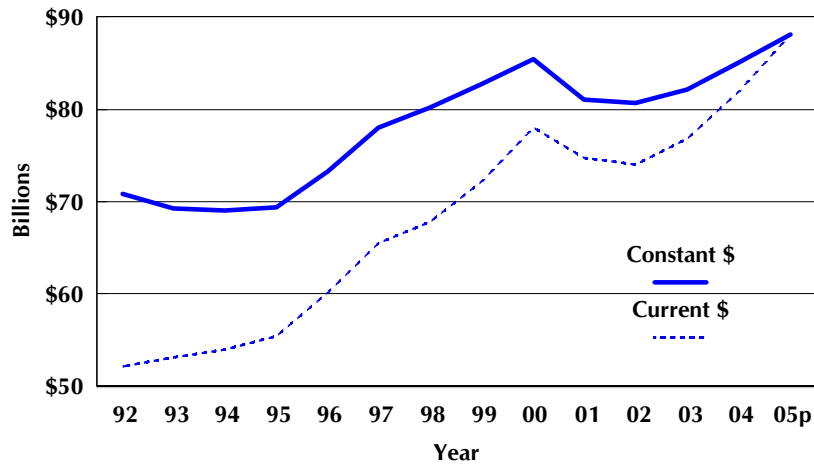
Estimates for 2005 are preliminary. Earnings include payroll, other earned income and proprietor income. Employment includes payroll employees and proprietors. *Annual Change for 1992-2005p is the average annual percentage change.

The two graphs on the following page illustrate two other trends: travel spending in constant dollars (i.e., adjusted for inflation) and domestic visitors that traveled to and through California by air.

In constant dollars, travel spending increased by 3.5 percent over the past year. Higher room rates and gasoline prices account for much of the difference from the 7.6 percent current dollar rate.

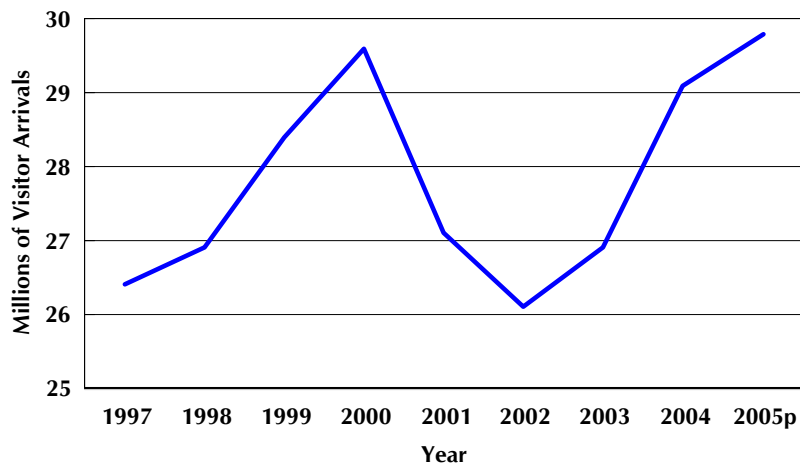
The number of domestic air visitors to California airports increased by 2.6 percent in 2005. This is down from 7.9 percent from 2003 to 2004, but still puts the number of domestic air visitors at an all time high.

Direct Travel Spending in California Adjusted for Inflation



Note: Travel spending was deflated by a composite of price indices for the West Urban CPI and room rates reported by Smith Travel.

Domestic Air Passenger Visitor Arrivals to California, 1997-2005p



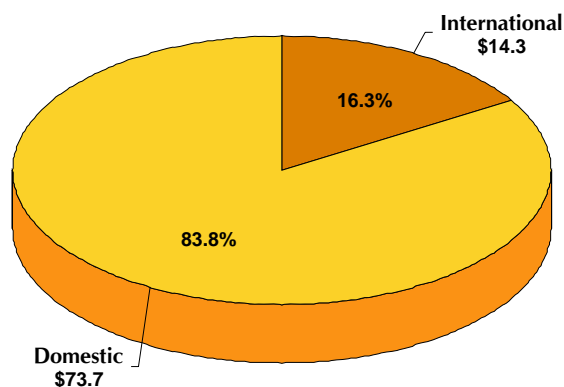
Source: Dean Runyan Associates and Bureau of Transportation Statistics (U.S. Dept. of Transportation).

Note: These estimates are for visitor arrivals only. They do not include return travel of California residents or connecting flights normally reported in air passenger statistics. Preliminary estimates for 2005 are based on January through November data.

INTERNATIONAL TRAVEL TO CALIFORNIA

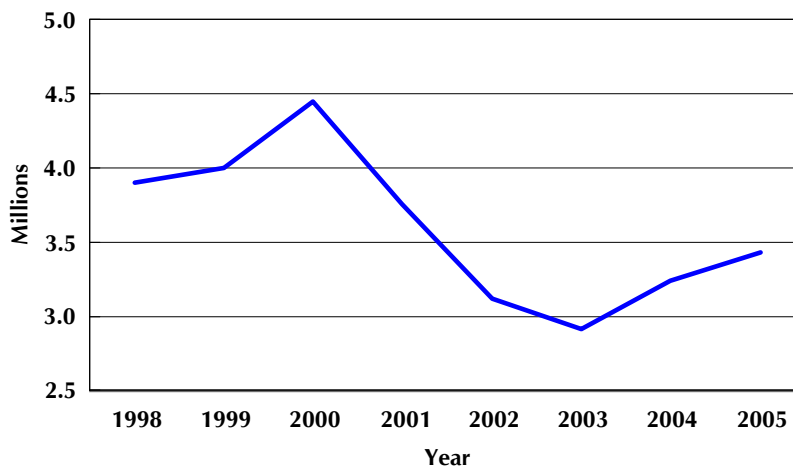
International visitors (visitors from overseas, Canada and Mexico) comprise a significant segment of total travel spending in California. In 2005, international visitors spent \$14.3 billion in California. This represents more than 16 percent of all travel spending in the state. Although overseas arrivals at California ports of entry increased somewhat in 2005 (see graph, below), overseas arrivals are still substantially below the peak attained in 2000.

**Domestic and International Travel Spending
in California, 2005p**



Sources: Dean Runyan Associates, International Trade Administration and Bureau of Economic Analysis.

**Overseas Arrivals at California Ports of Entry,
1998-2005**



Sources: Dean Runyan Associates and Office of Immigration Statistics (U.S. Dept. of Homeland Security). Totals are sum of LA and SF Ports of Entry.

EMPLOYMENT AND EARNINGS

Detailed earnings and employment estimates are shown in the table below.² Earnings include wages and salaries, paid benefits and proprietor income. The employment estimates represent all full and part-time employment, including those that are self-employed. Both part-time employment and self-employment are substantial in the travel industry. It should be noted that many individuals are employed in the travel industry on a part-time and a partial year basis.

Direct Travel-Generated Earnings and Employment, California 2005p

Industry	Earnings (Millions)	Employment (Thousands)
Accommodations & Food Service	\$13,970.7	518.0
Accommodations	\$6,774.7	202.9
Food Service	\$5,798.9	263.3
Other Leisure & Hospitality*	\$1,397.1	51.8
Arts, Entertainment & Recreation	\$6,827.0	229.1
Performing Arts, Spectator Sports	\$2,957.0	89.8
Museums	\$279.5	4.4
Amusement, Gambling	\$1,542.4	66.2
Other Leisure & Hospitality*	\$2,048.1	68.7
Retail	\$2,636.3	88.1
Food & Beverage Stores	\$376.3	11.3
Gasoline Stations	\$267.3	11.9
Other Retail**	\$1,992.8	64.9
Air Transportation	\$3,428.9	47.6
Travel Agencies	\$565.0	13.9
Local Transportation	\$529.1	15.1
Auto Rental	\$348.2	10.2
Other Local Transportation	\$181.0	4.9
Total	\$27,956.9	911.8

Note: *Other Leisure & Hospitality includes government enterprises (including tribal gaming facilities) and all leisure and hospitality not allocated to classifications listed above.

**Other Retail includes general merchandise stores; clothing stores; sporting goods stores; hobby, book and music stores; and miscellaneous retail stores.

² The industry categories correspond to the NAICS scheme (see Appendix A, page 120). The industry estimates provided here generally correspond to the employment and earnings series reported by the U.S. Bureau of Economic Analysis' Regional Economic Information System (REIS), with some exceptions. Government employment is included in the industry categories listed here, whereas it is reported separately under REIS. This is particularly important for the arts, entertainment and recreation category. In addition, the accommodation and food services industry, as defined here, includes real estate management services associated with commercial lodging and vacation home rentals. Finally, because the estimates of travel-generated earnings and employment are derived from the *spending* reported by visitors on *commodities*, there will necessarily be some divergence from earnings and employment as reported by *industry*.

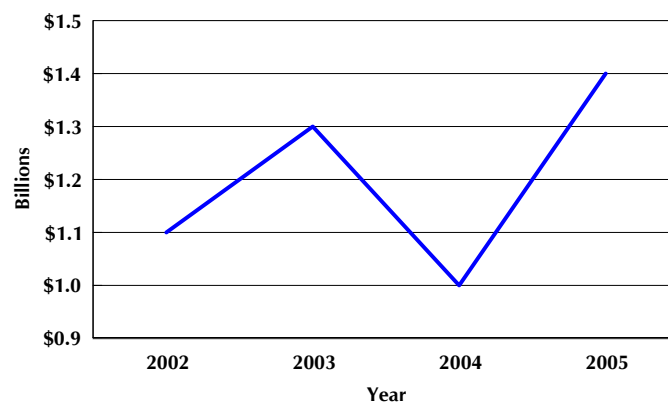
TRAVEL RELATED CONSTRUCTION ACTIVITY

Investment in the infrastructure of the travel industry represents another aspect of the travel economy. In the short term, such investments provide employment in the construction trades and architectural professions. In the longer term, investments in accommodations, attractions and other facilities serve to maintain and enhance California's share of the visitor market.

The graph below is based upon the travel-related share of the value of new construction in hotels and motels; amusement, social and recreational buildings; and stores and restaurants. It is an underestimate of the total value of capital investment in the travel industry.³ Nonetheless, the \$1.4 billion figure represents 7.6 percent of all non-residential construction in California in 2005. This investment supported 24,000 construction jobs with earnings of \$1.4 billion.

New construction value in 2005 was 39 percent greater than in 2004 (which was 23 percent below the 2003 level). This trend was largely driven by investments in hotels and motels (almost two-thirds of the total \$1.4 billion). As occupancy rates and room rates have rebounded from their post-2001 troughs, investor confidence in the lodging and larger travel industry has returned.

**Value of New Construction in Travel-Related Buildings
2002-2005**



Source: Dean Runyan Associates and McGraw-Hill Dodge Construction.

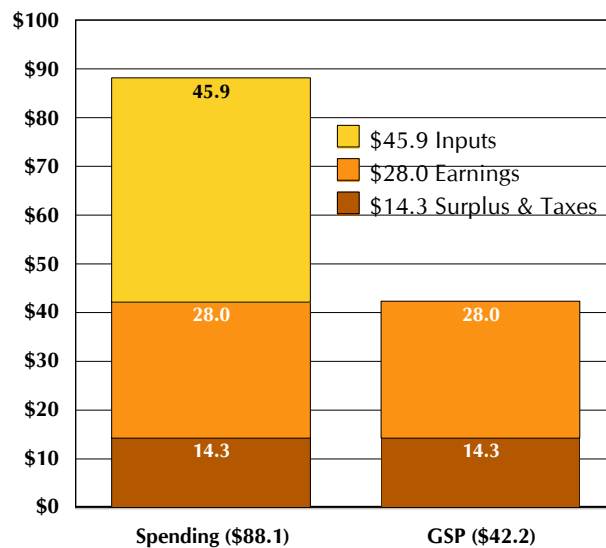
Note: The reported value is the sum of 100% of hotels and motels; 30% of amusement, social and recreational buildings; and 9% of stores and restaurants. The value of new construction represents the value of contract awards in place rather than the value work completed.

³ Neither transportation-related construction nor second home construction is included. The figures refer only to new construction, not reconstruction or additions and alterations. Fees for architects and engineers are also excluded.

GROSS STATE PRODUCT

Gross State Product (sometimes referred to as value-added) is a measure of economic activity that reflects the market value of the labor and capital used to produce goods and services. Gross State Product excludes the intermediate inputs purchased by businesses from other firms in the production process. It includes payments to individuals in the form of earnings, indirect business taxes to government, and other payments to individuals and corporations.⁴ The relationship between travel spending and the Gross State Product of the travel industry is show below.⁵

**Travel Spending and Gross State Product
of California Travel Industry, 2005p**
(\$ Billions)



Source: Dean Runyan Associates and Minnesota Implan Group.

The above estimates represent only the direct impacts of travel spending. A portion of the inputs purchased by travel businesses in California will be delivered by other California firms that are not strictly part of the travel industry. Restaurants, for example, will purchase agricultural products from other California businesses. These inputs are sometimes referred to as “indirect” effects.

Detailed estimates for direct travel spending, earnings, employment and tax receipts are shown on the following two pages.

⁴ Indirect business taxes are primarily excise taxes, often paid by consumers as a sales tax. Income taxes are not included. Other payments include retained earnings, dividends, interest and rent payments.

⁵ The “travel industry” is actually a combination of parts of other industries including lodging, food services, recreation businesses, retail businesses and transportation.

California Travel Impacts, 1992-1998

	1992	1993	1994	1995	1996	1997	1998
Total Direct Travel Spending (\$Billion)							
Visitor Spending at Destination	45.8	46.7	47.9	49.7	54.2	59.2	61.7
Other Travel*	6.3	6.3	6.1	5.7	6.0	6.3	6.0
Total Direct Spending	52.1	53.1	54.0	55.4	60.2	65.5	67.8
Visitor Spending by Type of Traveler Accommodation (\$Billion)							
Hotel, Motel	21.4	21.6	22.1	23.2	25.9	28.9	31.0
Private Campground	1.6	1.7	1.8	1.8	2.1	2.4	2.2
Public Campground	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Private Home	7.8	8.1	8.2	8.3	8.7	9.0	9.2
Vacation Home	2.4	2.4	2.5	2.5	2.6	2.7	2.7
Day Travel	12.2	12.5	12.9	13.4	14.5	15.7	16.2
Spending at Destination	45.8	46.7	47.9	49.7	54.2	59.2	61.7
Visitor Spending by Commodity Purchased (\$Billion)							
Accommodations	7.1	7.3	7.6	8.0	8.9	9.9	10.6
Food & Beverage Services	10.8	10.9	11.2	11.7	12.6	13.9	14.7
Food Stores	1.5	1.5	1.6	1.7	1.8	2.0	2.1
Ground Tran. & Motor Fuel	6.0	6.1	6.3	6.5	7.1	7.7	7.4
Arts, Entertainment & Recreation	7.8	8.1	8.3	8.8	9.5	10.4	11.0
Retail Sales	9.2	9.5	9.8	10.3	11.2	12.2	12.8
Air Transportation (visitor only)	3.3	3.3	3.1	2.8	3.0	3.1	3.0
Spending at Destination	45.8	46.7	47.9	49.7	54.2	59.2	61.7
Industry Earnings Generated by Travel Spending (\$Billion)							
Accommodations & Food Service	6.8	6.9	7.1	7.5	8.2	9.0	9.8
Arts, Entertainment & Recreation	3.9	4.0	4.2	4.4	4.8	5.2	5.5
Retail**	1.6	1.6	1.7	1.8	1.8	1.9	2.0
Auto Rental & Ground Tran.	0.2	0.3	0.3	0.3	0.4	0.4	0.4
Air Transportation (visitor only)	0.8	0.8	0.7	0.7	0.7	0.7	0.8
Other Travel*	3.0	2.9	2.9	2.8	2.9	2.9	3.0
Total Direct Earnings	16.3	16.5	16.8	17.4	18.7	20.2	21.6
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accommodations & Food Service	388.6	393.4	403.0	412.9	438.4	457.6	467.5
Arts, Entertainment & Recreation	199.2	199.2	212.0	215.0	223.8	240.2	233.8
Retail**	82.0	82.4	84.4	86.4	85.0	87.6	87.8
Auto Rental & Ground Tran.	10.5	11.5	13.2	14.2	15.6	17.7	16.4
Air Transportation (visitor only)	17.8	16.5	15.5	15.7	16.2	16.1	17.0
Other Travel*	71.0	66.8	65.0	65.4	66.4	66.0	67.1
Total Direct Employment	769.2	769.9	793.0	809.5	845.3	885.2	889.6
Tax Receipts Generated by Travel Spending (\$Billion)							
Local Tax Receipts	1.0	1.0	1.1	1.1	1.3	1.4	1.5
State Tax Receipts	1.9	2.0	2.0	2.1	2.3	2.5	2.6
Federal Tax Receipts	2.9	2.9	2.9	2.9	3.1	3.3	3.4
Total Direct Tax Receipts	5.8	5.9	5.9	6.2	6.7	7.2	7.5

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

California Travel Impacts, 1999-2005p

	1999	2000	2001	2002	2003	2004	2005p
Total Direct Travel Spending (\$Billion)							
Visitor Spending at Destination	66.1	71.3	68.3	68.0	71.0	76.0	82.0
Other Travel*	6.0	6.7	6.4	6.0	5.8	5.9	6.1
Total Direct Spending	72.2	78.0	74.7	74.0	76.8	81.9	88.1
Visitor Spending by Type of Traveler Accommodation (\$Billion)							
Hotel, Motel	33.7	36.6	35.1	34.6	36.3	39.4	42.9
Private Campground	2.3	2.5	2.6	2.6	2.7	2.9	3.2
Public Campground	0.4	0.5	0.5	0.5	0.5	0.6	0.6
Private Home	9.5	10.2	10.0	10.0	10.3	10.8	11.3
Vacation Home	2.8	2.9	3.0	3.1	3.2	3.4	3.6
Day Travel	17.3	18.5	17.0	17.1	18.0	19.0	20.4
Spending at Destination	66.1	71.3	68.3	68.0	71.0	76.0	82.0
Visitor Spending by Commodity Purchased (\$Billion)							
Accommodations	11.5	12.6	12.1	11.6	11.9	12.9	14.2
Food & Beverage Services	15.7	16.4	15.8	16.4	17.2	18.4	19.7
Food Stores	2.2	2.3	2.3	2.3	2.4	2.6	2.7
Ground Tran. & Motor Fuel	8.3	9.7	9.1	8.7	10.2	11.8	14.0
Arts, Entertainment & Recreation	11.8	12.4	12.0	12.2	12.7	13.3	13.7
Retail Sales	13.7	14.4	13.8	13.7	13.8	14.1	14.6
Air Transportation (visitor only)	3.1	3.4	3.1	3.0	2.8	3.0	3.1
Spending at Destination	66.1	71.3	68.3	68.0	71.0	76.0	82.0
Industry Earnings Generated by Travel Spending (\$Billion)							
Accommodations & Food Service	10.6	11.5	10.9	11.3	12.0	12.9	14.0
Arts, Entertainment & Recreation	5.9	6.2	6.0	6.0	6.3	6.6	6.8
Retail**	2.1	2.3	2.4	2.4	2.4	2.5	2.6
Auto Rental & Ground Tran.	0.4	0.5	0.4	0.5	0.5	0.5	0.5
Air Transportation (visitor only)	0.8	0.9	1.0	1.0	0.9	0.9	0.9
Other Travel*	3.1	3.5	3.6	3.4	3.1	3.1	3.1
Total Direct Earnings	23.0	24.8	24.3	24.5	25.2	26.5	28.0
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accommodations & Food Service	491.0	506.6	463.7	465.3	487.9	500.0	518.0
Arts, Entertainment & Recreation	245.0	243.1	225.1	218.5	220.6	224.4	229.1
Retail**	89.6	87.6	87.0	85.0	86.9	87.6	88.1
Auto Rental & Ground Tran.	16.5	16.5	15.2	15.0	15.0	14.8	15.1
Air Transportation (visitor only)	17.6	18.2	17.5	15.4	13.5	13.2	13.0
Other Travel*	66.9	67.9	64.9	56.6	51.6	50.0	48.5
Total Direct Employment	926.6	939.9	873.5	855.8	875.5	890.0	911.8
Tax Receipts Generated by Travel Spending (\$Billion)							
Local Tax Receipts	1.6	1.8	1.7	1.6	1.7	1.8	1.9
State Tax Receipts	2.8	2.9	2.8	2.8	2.9	3.1	3.4
Federal Tax Receipts	3.6	3.9	4.1	4.2	4.2	4.4	4.6
Total Direct Tax Receipts	8.0	8.6	8.5	8.7	8.8	9.3	9.9

Details may not add to totals due to rounding.

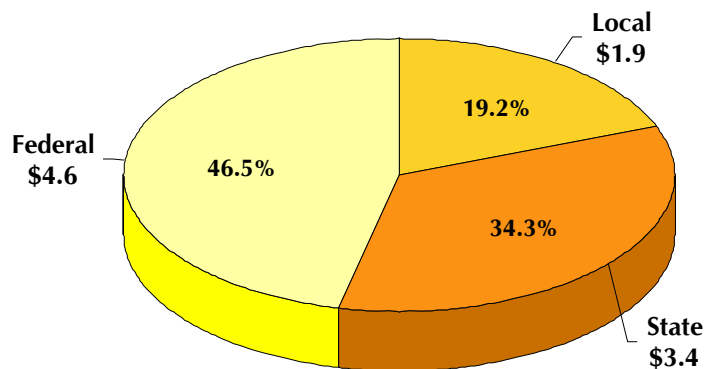
*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

IV. GOVERNMENT REVENUE GENERATED BY TRAVEL SPENDING

This section provides an analysis of the government revenue directly generated by travel spending. Most of the major sources of government revenue, including sales, payroll and income taxes are included. However, due to data limitations it is not possible to provide reliable estimates of property tax receipts attributable to travel, nor taxes and fees based on a variety of selective goods or activities (e.g., tobacco taxes, licenses taxes.)

The distribution of all government revenues attributable to travel in California is shown below. Federal government revenues are the sum of income and payroll taxes (\$2.7 billion), motor fuel excise taxes (\$500 million), and air ticket taxes (\$1.4 billion).⁶ The sources of local and state revenues are shown in the pie chart on the following page and will be analyzed in greater detail.

Government Revenue Generated by Travel Spending, 2005p

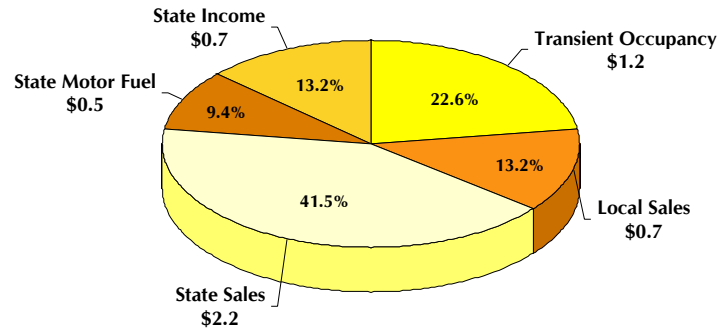


Source: Dean Runyan Associates. Property taxes and fees and taxes of selective goods and activities not included.

The total of \$9.9 billion in tax revenues generated by direct travel spending in California is equivalent to \$760 dollars of tax revenue for each household in the state. About half of this revenue is generated by the travel spending of international visitors and residents of other states.

⁶ California receives \$0.73 for the Federal government for every \$1.00 in tax payments, according to the Tax Foundation. The proportion is probably higher for travel generated federal tax receipts because of the share of airline ticket taxes.

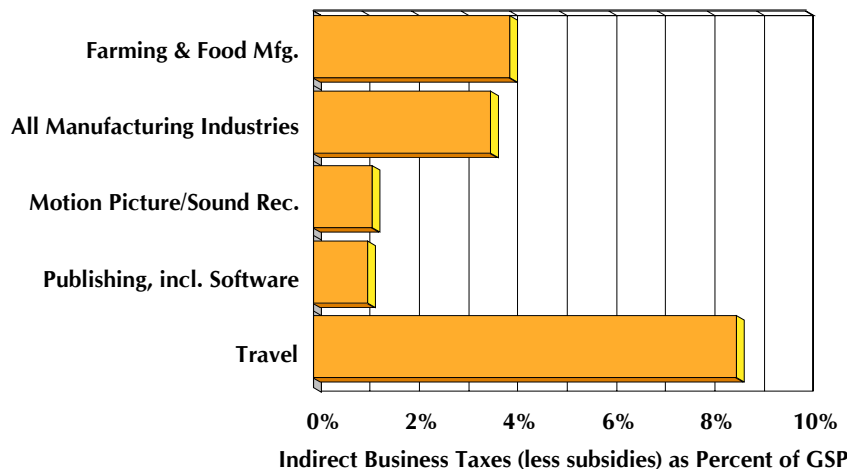
Local and State Travel-Generated Revenues by Type of Tax, 2005p



Source: Dean Runyan Associates. Property taxes and fees and taxes of selective goods and activities not included. State income taxes include personal and corporate.

In contrast to the federal tax receipts generated by travel spending, the overwhelming majority (87%) of local and state tax revenues attributable to travel are based on excise taxes (which include sales taxes, transient occupancy taxes, and motor fuel taxes). There are two reasons for this. First, California has a very progressive individual income tax. Because many employees of the travel industry work in entry-level positions, their taxable income is lower than the statewide average.⁷ Second, a relatively large share of the goods and services provided by travel businesses are taxable (e.g., rooms, car rentals, food service). This point is illustrated in the following bar chart and table, which compare the travel industry with other leading export-oriented industries in the state.

Indirect Business Taxes of Selected California Export-Oriented Industries, 2003



Source: Dean Runyan Associates and Bureau of Economic Analysis. Indirect business taxes include all fees and excise, sales and property taxes.

⁷ One corollary of this is that employees in the travel industry are, on average, younger and are more likely to work on a part-time or partial year basis, often while attending school during the year.

The term “indirect business taxes” refers to the property taxes, excise taxes (including sales and room taxes) and fees that businesses pay to local, state and federal governments. Income taxes are not included. In the bar chart, government subsidies to industry are subtracted from the payments of indirect businesses taxes. In the following table, the Gross State Product, indirect business taxes, and subsidies are shown separately for the same group of export-oriented industries.⁸

**Gross State Product and Indirect Business Taxes
Selected California Export-oriented Industries, 2003**

	GSP (\$ Millions)	Percent of GSP	
		Taxes Only	Taxes less Subsidies
Farming & Food Manufacturing	30,880	11.3%	4.0%
All Manufacturing Industries	161,710	3.6%	3.6%
Motion Picture & Sound Record.	26,700	1.2%	1.2%
Publishing, including Software	16,170	1.1%	1.1%
Travel	37,980	9.4%	8.6%

Source: Dean Runyan Associates and Bureau of Economic Analysis. Indirect Business Taxes include property taxes, excise taxes and fees to local, state, and federal governments. Income taxes are not included.

The data illustrate that the travel industry generates proportionately more tax revenue from indirect business taxes than other export-oriented industries.⁹ Furthermore, international visitors and residents of other states in effect, pay about one-half of these taxes. Conversely, the travel industry places a relatively low tax burden on its employees through the state income tax, as compared to most other industries.

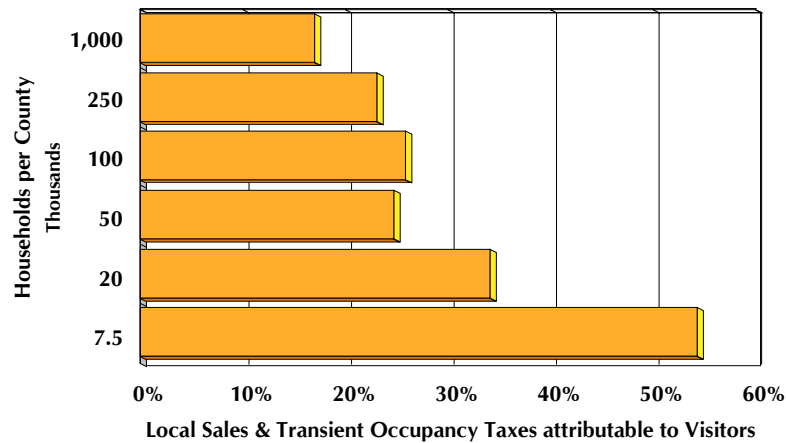
The remainder of this section provides an analysis of the revenue impacts of the travel industry at the county level. The analysis will consider sales taxes (state and local), transient occupancy taxes, and the number of households in each county.

The first bar chart on the following page illustrates the relationship between urbanization and the percentage of local tax receipts (sales and transient occupancy taxes) attributable to visitors. In general, visitors generate a higher proportion of local taxes in less urbanized counties (as measured by the average number of households per county for each of the six county groupings).

⁸ The notion of an export-oriented industry is one that sells most of its goods and services outside of the local or regional economy. Thus, industries such as real estate or retail trade are generally not export-oriented. The travel industry is export-oriented because it sells its services to visitors rather than local residents. Data for all California industries is provided in the appendix.

⁹ The method used to calculate Travel Industry Indirect Business Taxes from the BEA data probably underestimates the tax payments because the industry detail for the retail trade sector, including gasoline service stations, was not available.

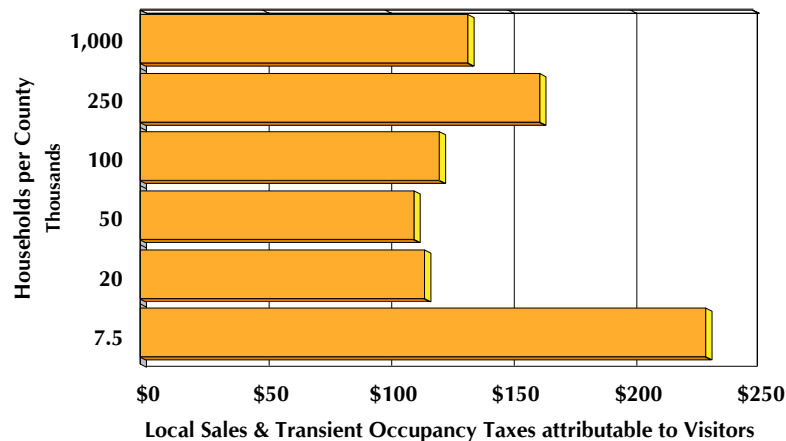
Visitor-Generated Local Tax Receipts as Share of Total Receipts Local Sales Tax and Transient Occupancy Taxes



Source: Dean Runyan Associates. See note in following graph.

The second bar chart shows the amount of tax receipts generated by visitor spending for each resident household. Visitor impacts are the greatest for the least urbanized counties (which average 7,500 households per county). On the other hand, visitors generate more revenue per household in the two most urbanized county groupings. In part, this is because local tax rates are, on average, higher in the more urbanized counties.

Visitor-Generated Local Tax Receipts per Household Local Sales Tax and Transient Occupancy Taxes



Source: Dean Runyan Associates. Note: Households per county represent the approximate average number of households per county for each group. The largest group (1 million households per county) is the average number of households per county for the 8 largest counties. The next group (250,000 households per county) is the average for the next 10 largest counties. Each subsequent group includes 10 counties.

Detailed figures for each county, including state sales tax receipts, follow. As is the case with all impact estimates, estimates for smaller counties will generally be less reliable than those for larger counties (as measured by households or tax receipts).

Households, Local Sales and Transient Occupancy Tax Receipts by County, 2004

	Total Local Tax Receipts (million)			Visitor-Generated Tax Receipts & Households			
	Local Sales	Transient Occupancy	Total	Amount (million)	Percent of Total	Households (000)	Receipts per HH
Alameda	\$505.2	\$29.4	\$534.6	\$56.6	10.6%	552.3	\$103
Alpine	\$0.2	\$0.5	\$0.8	\$0.6	81.7%	1.7	\$371
Amador	\$4.3	\$0.7	\$5.0	\$1.2	23.4%	16.2	\$72
Butte	\$25.7	\$2.1	\$27.8	\$3.3	11.8%	90.3	\$36
Calaveras	\$3.1	\$0.7	\$3.9	\$1.2	32.1%	25.1	\$49
Colusa	\$2.5	\$0.3	\$2.8	\$0.5	18.7%	6.9	\$75
Contra Costa	\$254.5	\$8.1	\$262.7	\$20.8	7.9%	376.4	\$55
Del Norte	\$2.1	\$0.8	\$2.9	\$1.3	45.3%	10.7	\$123
El Dorado	\$17.8	\$11.0	\$28.7	\$14.0	48.6%	78.4	\$178
Fresno	\$175.0	\$10.2	\$185.1	\$18.8	10.2%	286.1	\$66
Glenn	\$2.9	\$0.4	\$3.3	\$0.7	20.6%	10.2	\$66
Humboldt	\$15.3	\$3.1	\$18.4	\$4.5	24.6%	57.6	\$79
Imperial	\$26.9	\$1.6	\$28.6	\$4.0	14.1%	47.8	\$84
Inyo	\$4.3	\$2.7	\$7.0	\$3.6	50.9%	9.1	\$393
Kern	\$92.2	\$7.5	\$99.6	\$13.1	13.1%	247.4	\$53
Kings	\$11.0	\$0.6	\$11.6	\$1.3	11.4%	39.2	\$34
Lake	\$5.6	\$1.2	\$6.8	\$2.0	29.9%	33.4	\$61
Lassen	\$2.6	\$0.5	\$3.1	\$0.8	25.5%	12.4	\$63
Los Angeles	\$2,400.9	\$251.8	\$2,652.7	\$417.7	15.7%	3,319.8	\$126
Madera	\$16.7	\$1.9	\$18.6	\$3.3	17.9%	43.9	\$76
Marin	\$40.9	\$4.8	\$45.7	\$7.9	17.3%	106.6	\$74
Mariposa	\$1.9	\$7.9	\$9.8	\$9.0	91.4%	9.3	\$964
Mendocino	\$11.9	\$5.3	\$17.2	\$6.9	40.0%	38.1	\$180
Merced	\$22.9	\$1.2	\$24.1	\$2.3	9.4%	75.1	\$30
Modoc	\$0.8	\$0.2	\$1.0	\$0.3	27.1%	4.8	\$56
Mono	\$2.6	\$11.7	\$14.3	\$12.9	90.6%	12.7	\$1,022
Monterey	\$52.9	\$39.8	\$92.6	\$49.9	53.8%	136.5	\$365
Napa	\$31.6	\$15.9	\$47.5	\$21.2	44.7%	51.3	\$414
Nevada	\$14.3	\$2.1	\$16.4	\$3.6	22.2%	47.6	\$76

Source: Dean Runyan Associates and California State Board of Equalization.

Households, Local Sales and Transient Occupancy Tax Receipts by County, 2004

	Total Local Tax Receipts (million)			Visitor-Generated Tax Receipts & Households			
	Local Sales	Transient Occupancy	Total	Amount (million)	Percent of Total	Households (000)	Receipts per HH
Orange	\$767.2	\$125.1	\$892.3	\$178.9	20.0%	1,009.3	\$177
Placer	\$66.6	\$8.7	\$75.3	\$12.0	15.9%	132.7	\$90
Plumas	\$2.3	\$0.8	\$3.1	\$1.3	42.5%	14.2	\$91
Riverside	\$374.6	\$53.4	\$428.0	\$95.3	22.3%	670.2	\$142
Sacramento	\$300.1	\$25.6	\$325.7	\$43.6	13.4%	516.1	\$84
San Benito	\$5.3	\$0.2	\$5.6	\$0.7	12.4%	17.6	\$39
San Bernardino	\$389.0	\$21.6	\$410.6	\$48.1	11.7%	635.8	\$76
San Diego	\$660.1	\$140.9	\$801.0	\$213.0	26.6%	1,099.2	\$194
San Francisco	\$268.2	\$156.5	\$424.7	\$217.0	51.1%	353.9	\$613
San Joaquin	\$129.2	\$3.1	\$132.3	\$7.9	6.0%	211.7	\$37
San Luis Obispo	\$37.0	\$16.2	\$53.2	\$21.5	40.4%	109.8	\$196
San Mateo	\$231.4	\$26.3	\$257.6	\$51.2	19.9%	265.5	\$193
Santa Barbara	\$82.3	\$26.0	\$108.3	\$36.2	33.5%	147.8	\$245
Santa Clara	\$558.3	\$42.1	\$600.3	\$75.3	12.6%	600.7	\$125
Santa Cruz	\$51.1	\$6.8	\$57.9	\$12.1	21.0%	101.0	\$120
Shasta	\$26.1	\$3.8	\$30.0	\$5.6	18.5%	73.3	\$76
Sierra	\$0.2	\$0.3	\$0.5	\$0.3	65.0%	2.3	\$145
Siskiyou	\$4.5	\$1.9	\$6.4	\$2.7	41.4%	22.6	\$118
Solano	\$64.9	\$3.1	\$68.0	\$6.5	9.5%	144.0	\$45
Sonoma	\$89.6	\$13.0	\$102.6	\$20.1	19.6%	191.7	\$105
Stanislaus	\$76.3	\$3.4	\$79.7	\$5.9	7.5%	163.9	\$36
Sutter	\$12.6	\$0.4	\$13.0	\$0.8	6.1%	30.5	\$26
Tehama	\$6.0	\$0.9	\$6.9	\$1.4	20.8%	24.5	\$58
Trinity	\$0.7	\$0.2	\$0.9	\$0.4	38.2%	8.1	\$44
Tulare	\$42.3	\$3.5	\$45.8	\$5.3	11.6%	126.8	\$42
Tuolumne	\$6.3	\$1.3	\$7.7	\$2.1	27.5%	29.5	\$71
Ventura	\$112.8	\$11.9	\$124.7	\$18.7	15.0%	264.3	\$71
Yolo	\$28.4	\$1.9	\$30.3	\$3.2	10.7%	67.0	\$48
Yuba	\$7.8	\$0.2	\$8.0	\$0.8	10.2%	23.7	\$35
California Total	\$8,149.6	\$1,123.1	\$9,272.7	\$1,771.3	19.1%	12,804.7	\$138

Source: Dean Runyan Associates and California State Board of Equalization.

**Total and Visitor-Generated State Sales Tax Receipts
by County, 2004**

	Tax Receipts (Millions)		Percent
	Total	Visitors	Visitor-Related
Alameda	\$1,338.1	\$62.2	4.7
Alpine	\$1.3	\$0.5	38.4
Amador	\$24.7	\$2.6	10.6
Butte	\$148.4	\$5.5	3.7
Calaveras	\$18.0	\$2.7	15.0
Colusa	\$14.3	\$1.0	7.2
Contra Costa	\$755.9	\$28.3	3.7
Del Norte	\$11.9	\$2.6	21.6
El Dorado	\$98.8	\$15.3	15.5
Fresno	\$623.9	\$25.4	4.1
Glenn	\$16.4	\$1.2	7.2
Humboldt	\$88.3	\$6.8	7.7
Imperial	\$98.3	\$8.0	8.1
Inyo	\$16.8	\$3.0	18.0
Kern	\$531.2	\$24.2	4.6
Kings	\$63.4	\$3.4	5.4
Lake	\$29.5	\$4.0	13.6
Lassen	\$15.0	\$1.6	10.5
Los Angeles	\$7,129.9	\$418.2	5.9
Madera	\$65.5	\$4.9	7.6
Marin	\$235.9	\$15.5	6.6
Mariposa	\$9.0	\$5.0	55.6
Mendocino	\$65.8	\$7.9	12.0
Merced	\$131.8	\$3.8	2.9
Modoc	\$4.9	\$0.5	9.8
Mono	\$14.7	\$6.8	46.6
Monterey	\$304.7	\$55.1	18.1
Napa	\$123.8	\$19.9	16.0
Nevada	\$68.1	\$6.5	9.5

Source: Dean Runyan Associates and California State Board of Equalization.

**Total and Visitor-Generated State Sales Tax Receipts
by County, 2004**

	Tax Receipts (Millions)		Percent
	Total	Visitors	Visitor-Related
Orange	\$3,007.2	\$186.0	6.2
Placer	\$383.8	\$16.2	4.2
Plumas	\$13.0	\$2.7	20.8
Riverside	\$1,468.5	\$151.2	10.3
Sacramento	\$1,176.4	\$61.2	5.2
San Benito	\$30.6	\$2.4	7.7
San Bernardino	\$1,524.9	\$87.9	5.8
San Diego	\$2,587.6	\$259.4	10.0
San Francisco	\$710.3	\$153.8	21.7
San Joaquin	\$506.4	\$13.8	2.7
San Luis Obispo	\$213.5	\$28.0	13.1
San Mateo	\$687.1	\$66.5	9.7
Santa Barbara	\$322.4	\$36.8	11.4
Santa Clara	\$1,657.9	\$85.7	5.2
Santa Cruz	\$169.7	\$15.9	9.4
Shasta	\$150.7	\$8.2	5.4
Sierra	\$1.3	\$0.3	22.9
Siskiyou	\$26.1	\$4.0	15.1
Solano	\$334.7	\$13.8	4.1
Sonoma	\$418.3	\$28.9	6.9
Stanislaus	\$393.7	\$9.8	2.5
Sutter	\$72.4	\$1.8	2.5
Tehama	\$34.8	\$2.7	7.7
Trinity	\$4.3	\$0.9	20.5
Tulare	\$232.8	\$8.0	3.4
Tuolumne	\$36.4	\$3.9	10.6
Ventura	\$650.4	\$32.6	5.0
Yolo	\$163.5	\$5.6	3.4
Yuba	\$30.3	\$2.0	6.6
California Total	\$29,057.4	\$2,032.2	7.0

Source: Dean Runyan Associates and California State Board of Equalization.

V. COUNTY TRAVEL IMPACTS

A description of the travel impact categories used the detailed county tables follows. The first three categories refer to travel spending.

- *Total Direct Travel Spending* includes the total visitor spending at the destination, described below, plus other travel spending. Other travel spending includes resident spending on air transportation and fees for travel arrangement services.
- *Visitor Spending by Type of Traveler Accommodation* refers to the total direct spending of each category of visitor at that destination (county or state). For example, the spending of visitors that stayed at hotels, motels, or B&B's includes their spending on accommodations, food & beverage service, recreation and all other visitor related commodities, including the price of one-way airfares to that destination.
- *Visitor Spending by Commodity Purchased* refers to the total spending on each commodity for all types of visitors. For example, the total spending on Food & Beverage Services includes spending by visitors staying in hotels, private campgrounds, private homes and the other types of accommodation. The spending totals for commodities and traveler accommodations are identical.

The next two sections, *Direct Travel-Generated Earnings by Industry* and *Direct Travel-Generated Employment by Industry*, provide estimates of travel-generated earnings and employment that are based on an industry, rather than a commodity, classification. A business that is classified in a particular industry may include more than one commodity. For example, a resort that is classified in the accommodation industry may provide accommodations, food and beverages, and recreation.

- *Direct Travel-Generated Earnings by Industry* includes the payroll, other earned benefits, and proprietor income of all employees in that industry classification.
- *Direct Travel-Generated Employment by Industry* includes all full- and part-time employees. This includes payroll employees covered by unemployment insurance and those that are not, as well as proprietors.

The final section, *Tax Revenues Generated by Travel Spending*, provides an estimate of local and state taxes generated by travel spending. Local taxes include all room taxes and local sales taxes. State taxes include the state sales tax, the state motor fuel tax, and incomes taxes on individuals and corporations.

All dollar amounts are rounded to the nearest \$100,000. For example, an estimate of \$3,674,352 before rounding would be rounded to \$3,700,000. In the detailed county tables, this is presented as \$3.7 million. All employment estimates are rounded to the nearest ten jobs. For example, an employment estimate of 137 jobs before rounding would be rounded to 140 jobs. All totals in the tables are the sum of the estimates before rounding. For example, the sum of 40 (rounded from 37) and 60 (rounded from 57) would be 90 (rounded from $37 + 57 = 94$).

California Travel Impacts by County, 2004

	Travel	Earnings	Employment	Tax Receipts		
	Spending			Local	State	Total
	(\$Million)	(\$Million)	(jobs)	(\$Million)	(\$Million)	(\$Million)
Alameda	2,470.3	870.8	24,350	56.6	103.2	159.8
Alpine	27.9	6.7	360	0.6	0.7	1.3
Amador	103.8	41.1	2,190	1.2	3.7	4.9
Butte	215.8	61.4	3,540	3.3	9.1	12.4
Calaveras	140.3	52.3	2,250	1.2	4.0	5.2
Colusa	38.7	8.5	570	0.5	1.6	2.1
Contra Costa	1,071.7	312.6	10,250	20.8	52.4	73.2
Del Norte	89.4	38.5	1,650	1.3	3.4	4.7
El Dorado	611.9	229.6	10,800	14.0	22.1	36.1
Fresno	917.9	241.6	11,900	18.8	41.1	59.9
Glenn	44.4	15.3	820	0.7	1.9	2.6
Humboldt	257.6	80.8	4,820	4.5	10.4	15.0
Imperial	272.9	79.2	4,550	4.0	11.0	15.1
Inyo	171.3	42.8	2,550	3.6	5.0	8.6
Kern	989.1	274.0	13,500	13.1	42.6	55.7
Kings	118.3	34.1	1,970	1.3	5.3	6.6
Lake	145.9	47.9	2,760	2.0	5.5	7.5
Lassen	56.9	21.6	1,530	0.8	2.3	3.1
Los Angeles	19,295.4	6,470.0	158,010	417.7	709.9	1,127.5
Madera	185.8	66.2	3,120	3.3	7.4	10.7
Marin	596.6	234.2	6,600	7.9	23.5	31.4
Mariposa	288.8	77.1	4,300	9.0	7.4	16.3
Mendocino	299.5	110.8	5,530	6.9	11.4	18.2
Merced	170.2	43.5	2,380	2.3	7.9	10.2
Modoc	19.8	6.2	300	0.3	0.9	1.1
Mono	396.0	121.4	5,480	12.9	10.1	23.0
Monterey	1,896.0	811.7	22,640	49.9	74.2	124.0
Napa	736.1	236.6	9,770	21.2	27.0	48.3
Nevada	239.1	75.9	3,200	3.6	9.5	13.1

California Travel Impacts by County, 2004

	Travel	Earnings	Employment	Tax Receipts		
	Spending			Local	State	Total
	(\$Million)	(\$Million)	(jobs)	(\$Million)	(\$Million)	(\$Million)
Orange	7,308.7	2,377.6	82,870	178.9	283.1	462.0
Placer	643.8	197.3	9,050	12.0	24.7	36.6
Plumas	98.8	34.2	1,680	1.3	3.6	4.9
Riverside	5,172.5	1,469.9	62,160	95.3	210.6	305.9
Sacramento	2,126.8	641.1	25,380	43.6	92.0	135.6
San Benito	75.6	24.3	910	0.7	3.2	3.9
San Bernardino	3,141.7	836.3	42,210	48.1	135.6	183.7
San Diego	9,540.4	3,163.9	112,770	213.0	370.6	583.6
San Francisco	8,677.5	1,938.7	53,420	217.0	214.7	431.7
San Joaquin	524.9	135.6	6,130	7.9	25.3	33.2
San Luis Obispo	970.0	332.9	16,180	21.5	39.1	60.6
San Mateo	2,136.9	1,731.5	34,620	51.2	118.8	170.0
Santa Barbara	1,283.9	425.4	15,760	36.2	51.9	88.1
Santa Clara	3,201.6	992.1	32,630	75.3	134.8	210.2
Santa Cruz	573.1	175.4	8,300	12.1	23.1	35.2
Shasta	319.7	100.4	4,630	5.6	12.9	18.5
Sierra	16.8	4.3	270	0.3	0.5	0.8
Siskiyou	151.3	53.3	2,560	2.7	5.7	8.4
Solano	506.8	139.5	6,820	6.5	22.8	29.3
Sonoma	1,082.8	347.0	15,550	20.1	43.8	63.9
Stanislaus	376.0	100.5	5,280	5.9	17.5	23.4
Sutter	63.5	19.4	1,140	0.8	2.8	3.6
Tehama	101.7	29.8	1,610	1.4	4.3	5.7
Trinity	46.8	16.7	940	0.4	1.3	1.7
Tulare	316.6	99.5	4,800	5.3	13.1	18.4
Tuolumne	148.0	48.0	2,360	2.1	5.6	7.7
Ventura	1,113.1	299.1	14,120	18.7	50.0	68.7
Yolo	218.5	56.3	3,030	3.2	9.9	13.2
Yuba	71.2	18.0	1,070	0.8	3.1	3.9
California	81,876.3	26,520.3	889,940.0	1,771.3	3,138.7	4,910.0

Travel Spending by County, 1992-2004

(\$Millions)

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	**Annual Change
Alameda	1,525.6	1,570.7	1,583.2	1,633.6	1,801.6	1,955.2	2,032.6	2,289.9	2,629.5	2,400.1	2,280.2	2,311.5	2,470.3	4.1%
Alpine	17.4	17.9	18.3	18.5	20.6	22.4	22.2	24.0	24.7	25.9	26.8	26.7	27.9	4.0%
Amador	53.9	55.1	57.2	61.5	67.7	72.5	70.6	74.8	80.1	92.7	100.1	101.6	103.8	5.6%
Butte	131.2	136.2	146.4	153.0	159.6	163.1	169.9	179.4	193.0	191.8	194.0	201.9	215.8	4.2%
Calaveras	85.6	88.7	93.9	97.6	100.3	104.5	107.8	117.1	120.8	125.1	127.4	131.9	140.3	4.2%
Colusa	27.0	27.4	27.9	28.0	29.1	29.3	31.4	33.4	36.5	36.5	36.8	37.9	38.7	3.0%
Contra Costa	640.7	653.7	675.3	705.6	754.9	830.4	873.0	943.7	1,038.7	977.5	942.7	997.7	1,071.7	4.4%
Del Norte	68.2	68.1	70.5	68.9	72.4	77.0	73.8	79.2	81.4	82.6	84.1	84.9	89.4	2.3%
El Dorado	425.0	438.1	449.8	455.7	462.1	484.4	502.1	528.1	541.2	542.5	552.2	595.2	611.9	3.1%
Fresno	599.2	613.9	627.3	639.2	672.3	702.7	717.6	753.6	824.6	814.5	813.7	863.7	917.9	3.6%
Glenn	27.0	27.4	28.6	29.7	31.8	32.9	33.8	36.1	39.4	38.9	39.1	41.4	44.4	4.2%
Humboldt	189.5	192.8	197.8	202.3	205.0	210.0	212.5	228.5	241.6	240.1	244.3	248.6	257.6	2.6%
Imperial	152.1	162.3	168.4	171.7	185.9	216.8	206.1	215.8	237.4	237.1	240.9	250.4	272.9	5.0%
Inyo	108.2	111.9	113.0	119.4	127.4	139.1	137.5	142.5	150.3	148.7	155.7	162.7	171.3	3.9%
Kern	687.5	701.9	718.6	704.2	744.0	812.7	813.0	834.8	897.2	889.9	882.3	923.3	989.1	3.1%
Kings	69.7	71.5	74.2	77.3	81.8	86.7	90.0	96.1	105.0	104.3	107.4	112.0	118.3	4.5%
Lake	92.2	94.7	98.0	101.6	105.9	109.9	110.5	119.0	128.0	135.1	137.7	139.9	145.9	3.9%
Lassen	38.0	39.3	40.3	41.7	43.3	43.9	46.0	48.0	51.6	54.0	55.1	55.4	56.9	3.4%
Los Angeles	13,300.9	13,304.2	13,305.4	13,453.2	14,510.9	15,572.3	15,913.5	16,822.3	18,258.4	17,478.5	17,240.2	17,937.7	19,295.4	3.1%
Madera	107.4	113.6	119.5	125.5	135.5	142.9	143.0	153.3	163.0	165.8	168.7	175.5	185.8	4.7%
Marin	302.4	338.1	351.3	369.2	397.2	437.1	458.6	504.8	550.8	529.7	526.8	528.7	596.6	5.8%
Mariposa	184.4	191.5	212.4	210.7	194.4	208.3	225.1	231.5	241.5	260.6	269.5	277.0	288.8	3.8%
Mendocino	208.2	206.8	216.9	229.6	230.9	240.5	250.0	266.6	286.1	286.2	294.4	294.0	299.5	3.1%
Merced	114.9	117.3	119.7	118.8	119.9	124.9	128.0	138.7	152.7	150.7	150.4	160.6	170.2	3.3%
Modoc	13.3	13.0	13.3	13.8	14.4	14.7	15.3	15.8	17.2	17.7	17.8	18.7	19.8	3.4%
Mono	197.6	193.0	201.4	206.6	209.3	232.8	245.0	271.5	292.6	317.8	328.2	354.9	396.0	6.0%
Monterey	1,186.0	1,222.4	1,250.3	1,326.2	1,467.6	1,574.1	1,645.1	1,813.9	1,887.1	1,856.8	1,834.5	1,843.8	1,896.0	4.0%
Napa	361.1	373.8	411.0	452.8	490.4	538.5	572.7	592.0	633.7	647.0	663.4	666.5	736.1	6.1%
Nevada	156.3	155.4	159.4	162.0	172.9	184.5	184.9	201.4	217.0	221.8	225.5	230.7	239.1	3.6%

*Annual Change is the average annual percentage change.

Travel Spending by County, 1992-2004

(\$Millions)

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	**Annual Change
Orange	4,348.8	4,401.2	4,586.3	4,795.0	5,151.5	5,541.2	5,693.0	5,893.5	6,398.9	6,304.4	6,338.2	6,837.2	7,308.7	4.4%
Placer	347.9	370.6	397.6	417.7	433.9	473.9	514.7	541.3	563.0	569.4	586.5	606.2	643.8	5.3%
Plumas	68.4	69.5	71.3	73.8	76.6	77.4	82.8	84.5	89.7	95.2	97.3	98.1	98.8	3.1%
Riverside	3,055.8	3,103.7	3,210.1	3,330.3	3,580.7	3,949.4	4,000.6	4,292.1	4,529.5	4,620.4	4,728.2	4,904.1	5,172.5	4.5%
Sacramento	1,267.4	1,287.3	1,328.4	1,381.9	1,468.0	1,584.2	1,655.5	1,758.5	1,944.1	1,932.1	1,958.4	2,014.0	2,126.8	4.4%
San Benito	49.6	50.6	50.7	52.1	57.5	62.1	64.1	70.0	75.2	73.9	73.8	75.5	75.6	3.6%
San Bernardino	1,924.8	2,005.0	2,051.5	2,086.8	2,206.3	2,383.4	2,399.5	2,548.4	2,736.8	2,736.8	2,773.4	2,931.8	3,141.7	4.2%
San Diego	5,220.3	5,314.8	5,299.5	5,463.6	6,292.0	7,209.6	7,755.6	8,220.7	8,872.6	8,571.3	8,593.8	9,014.0	9,540.4	5.2%
San Francisco	6,520.4	6,681.5	6,647.9	6,638.3	7,293.0	7,875.4	8,027.5	8,665.5	9,228.2	8,178.2	7,897.7	8,064.7	8,677.5	2.4%
San Joaquin	317.4	318.2	325.6	330.6	338.7	358.2	370.3	400.3	462.3	460.7	459.4	488.1	524.9	4.3%
San Luis Obisp	630.4	658.4	633.5	635.3	690.5	735.2	774.6	834.5	909.9	896.7	902.3	930.5	970.0	3.7%
San Mateo	1,353.2	1,404.0	1,498.0	1,631.9	1,820.8	2,034.4	2,135.4	2,245.9	2,384.7	2,038.2	1,971.9	2,024.5	2,136.9	3.9%
Santa Barbara	769.9	791.7	821.7	855.9	906.8	971.3	1,024.0	1,097.2	1,169.4	1,167.8	1,178.6	1,218.9	1,283.9	4.4%
Santa Clara	1,925.7	1,999.3	2,106.8	2,280.7	2,592.1	2,950.1	3,170.9	3,408.2	3,763.8	3,283.6	3,030.2	2,988.3	3,201.6	4.3%
Santa Cruz	369.3	377.7	381.5	399.0	425.3	457.0	475.5	527.6	549.3	531.1	505.2	530.9	573.1	3.7%
Shasta	219.8	219.4	224.4	227.4	236.7	243.6	255.4	266.1	289.6	286.8	292.5	305.0	319.7	3.2%
Sierra	9.2	10.0	11.4	11.8	12.3	13.0	13.7	14.6	15.5	15.9	16.3	16.5	16.8	5.1%
Siskiyou	96.5	97.4	99.9	103.9	109.1	113.3	121.0	124.1	133.1	143.6	147.1	150.7	151.3	3.8%
Solano	319.8	328.4	334.9	342.8	361.9	391.8	403.3	438.6	494.6	467.5	455.2	479.7	506.8	3.9%
Sonoma	668.6	684.6	703.0	734.3	785.3	842.3	888.8	943.0	1,005.3	986.6	990.4	1,016.7	1,082.8	4.1%
Stanislaus	229.9	243.8	252.4	259.9	269.7	279.1	282.9	305.0	341.2	339.3	339.8	358.7	376.0	4.2%
Sutter	43.8	44.3	44.7	45.4	48.0	49.5	49.6	53.3	59.3	58.2	58.9	60.6	63.5	3.1%
Tehama	63.8	65.8	68.0	69.6	73.7	76.3	80.7	83.3	89.3	92.3	93.5	96.1	101.7	4.0%
Trinity	30.7	31.7	32.5	33.4	35.0	36.0	38.9	39.5	41.1	43.2	44.0	45.2	46.8	3.6%
Tulare	193.4	200.2	204.8	209.2	218.1	230.9	240.3	250.8	271.2	274.5	284.0	295.2	316.6	4.2%
Tuolumne	100.3	105.0	107.1	106.3	109.9	118.2	122.9	130.5	136.1	138.2	140.4	143.9	148.0	3.3%
Ventura	724.9	722.9	736.3	752.6	802.5	851.5	891.4	970.3	1,071.2	1,028.0	1,024.7	1,047.7	1,113.1	3.6%
Yolo	136.7	136.7	138.0	141.0	148.7	157.4	163.5	178.4	198.0	192.6	189.6	203.3	218.5	4.0%
Yuba	41.0	40.8	40.4	44.2	47.6	48.3	47.7	51.3	57.0	57.1	57.0	60.9	71.2	4.7%
California	52,118	53,066	53,958	55,433	60,201	65,478	67,776	72,193	78,001	74,654	73,968	76,782	81,876	3.8%

*Annual Change is the average annual percentage change.

California Employment Generated by Visitor Spending, 1992-2004

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	**Annual Change
Alameda	20,630	20,560	20,740	21,520	22,910	23,840	24,940	27,840	29,590	26,060	24,320	23,900	24,350	1.4%
Alpine	270	280	280	280	300	310	290	330	380	380	370	350	360	2.4%
Amador	1,170	1,180	1,240	1,300	1,380	1,410	1,330	1,310	1,570	2,020	2,250	2,320	2,190	5.4%
Butte	2,870	2,960	3,270	3,370	3,370	3,290	3,490	3,530	3,500	3,370	3,400	3,530	3,540	1.8%
Calaveras	1,950	2,000	2,140	2,180	2,160	2,150	2,060	2,310	2,260	2,260	2,210	2,340	2,250	1.2%
Colusa	540	540	550	540	540	520	500	510	540	520	520	590	570	0.5%
Contra Costa	9,450	9,580	10,040	10,330	10,610	11,350	11,620	12,040	11,910	10,720	10,250	10,090	10,250	0.7%
Del Norte	2,050	2,010	2,110	2,030	2,040	2,090	1,910	2,050	2,070	2,010	1,810	1,770	1,650	-1.8%
El Dorado	9,570	9,720	10,090	9,970	9,700	9,770	9,650	10,150	10,200	9,770	9,830	10,550	10,800	1.0%
Fresno	10,760	10,860	11,150	11,090	11,120	11,060	11,170	11,480	11,890	11,390	11,370	11,790	11,900	0.8%
Glenn	720	720	760	780	800	790	750	810	810	770	840	1,000	820	1.1%
Humboldt	4,730	4,760	4,930	4,940	4,800	4,700	4,580	4,870	4,880	4,660	4,300	4,580	4,820	0.2%
Imperial	3,450	3,620	3,790	3,780	3,930	4,390	3,900	3,990	4,220	4,050	3,980	4,130	4,550	2.3%
Inyo	2,260	2,320	2,360	2,450	2,510	2,630	2,100	2,900	2,400	2,270	2,530	2,520	2,550	1.0%
Kern	13,270	13,370	13,860	13,250	13,430	14,150	13,810	13,920	13,930	13,410	13,400	13,430	13,500	0.1%
Kings	1,580	1,620	1,690	1,730	1,770	1,790	1,740	1,810	1,830	1,760	1,900	1,890	1,970	1.9%
Lake	1,940	1,970	2,050	2,090	2,090	2,070	1,970	2,080	2,320	2,360	2,780	2,870	2,760	3.0%
Lassen	1,460	1,490	1,560	1,580	1,570	1,530	1,550	1,590	1,680	1,690	1,640	1,580	1,530	0.4%
Los Angeles	147,290	143,110	145,530	149,200	154,870	160,200	160,860	166,530	169,020	157,640	150,860	154,910	158,010	0.6%
Madera	2,540	2,670	2,840	2,940	3,050	3,080	3,020	3,060	3,120	3,060	3,050	3,120	3,120	1.7%
Marin	4,380	4,830	5,060	5,230	5,420	5,740	5,960	6,370	6,450	5,960	5,960	5,930	6,600	3.5%
Mariposa	3,840	3,940	4,390	4,260	3,770	3,870	4,090	3,930	3,900	4,040	4,090	4,260	4,300	0.9%
Mendocino	5,330	5,210	5,550	5,760	5,560	5,580	5,430	5,590	5,800	5,550	5,180	5,690	5,530	0.3%
Merced	2,320	2,350	2,430	2,340	2,230	2,230	2,240	2,380	2,400	2,310	2,310	2,320	2,380	0.2%
Modoc	290	280	280	290	290	280	270	270	290	300	300	300	300	0.3%
Mono	3,710	3,570	3,760	3,760	3,660	3,930	3,980	4,430	4,760	4,950	5,190	5,470	5,480	3.3%
Monterey	19,480	19,800	20,330	21,150	22,580	23,240	23,700	25,590	25,100	23,720	22,510	22,320	22,640	1.3%
Napa	6,030	6,150	6,830	7,380	7,700	8,150	8,250	7,900	7,710	7,560	8,830	8,960	9,770	4.1%
Nevada	2,900	2,850	2,940	2,930	3,010	3,080	2,970	3,130	3,290	3,240	3,210	3,310	3,200	0.8%

*Annual Change is the average annual percentage change.

California Employment Generated by Visitor Spending, 1992-2004

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	**Annual Change
Orange	67,440	67,040	70,460	72,150	74,610	77,160	78,010	78,210	81,370	76,940	77,020	80,040	82,870	1.7%
Placer	6,710	7,090	7,730	7,960	7,970	8,380	8,310	8,310	8,440	8,200	8,800	8,910	9,050	2.5%
Plumas	1,490	1,500	1,530	1,560	1,560	1,490	1,530	1,440	1,660	1,700	1,680	1,670	1,680	1.0%
Riverside	54,300	54,470	56,630	57,610	59,610	62,880	61,520	64,860	62,570	61,550	62,640	63,300	62,160	1.1%
Sacramento	22,050	22,000	22,790	23,280	23,740	24,530	24,360	24,690	26,260	25,250	25,210	25,500	25,380	1.2%
San Benito	870	870	880	880	950	980	970	1,000	1,020	960	1,000	970	910	0.4%
San Bernardino	37,090	38,240	39,520	39,240	39,810	41,320	38,090	41,240	41,780	40,480	39,820	40,940	42,210	1.1%
San Diego	86,210	86,460	86,100	87,070	97,410	107,680	109,380	112,130	115,930	107,360	107,360	112,750	112,770	2.3%
San Francisco	41,890	43,050	45,700	47,890	51,570	55,120	57,210	63,150	61,060	50,110	47,770	51,190	53,420	2.0%
San Joaquin	5,790	5,740	5,950	5,880	5,700	5,780	5,690	5,980	6,550	6,380	6,270	5,970	6,130	0.5%
San Luis Obispo	15,320	15,810	15,280	14,910	15,640	16,070	16,000	16,840	17,650	16,600	16,210	16,300	16,180	0.5%
San Mateo	37,890	36,720	37,010	38,590	40,800	42,440	43,540	44,210	44,160	38,580	35,710	34,440	34,620	-0.7%
Santa Barbara	12,550	12,750	13,310	13,600	13,860	14,230	15,380	15,830	16,170	15,500	15,170	15,400	15,760	1.9%
Santa Clara	27,570	28,070	29,790	32,060	35,380	38,960	40,480	42,470	42,750	35,490	31,980	30,350	32,630	1.4%
Santa Cruz	7,560	7,660	7,810	8,010	8,250	8,560	8,670	9,040	8,730	8,050	7,540	7,920	8,300	0.8%
Shasta	4,290	4,200	4,330	4,300	4,290	4,230	4,340	4,410	4,730	4,510	4,500	4,570	4,630	0.6%
Sierra	170	180	200	210	210	210	210	270	260	260	250	260	270	3.9%
Siskiyou	2,120	2,110	2,180	2,230	2,250	2,240	2,220	2,230	2,460	2,580	2,600	2,760	2,560	1.6%
Solano	6,670	6,790	7,010	7,020	7,110	7,420	7,250	7,650	7,970	7,220	6,770	6,820	6,820	0.2%
Sonoma	14,390	14,530	15,110	15,470	15,920	16,500	16,470	16,510	16,240	15,310	15,170	15,290	15,550	0.6%
Stanislaus	4,310	4,580	4,810	4,860	4,810	4,750	4,950	5,260	5,400	5,230	5,290	5,420	5,280	1.7%
Sutter	1,080	1,080	1,100	1,090	1,100	1,090	1,060	1,080	1,160	1,100	1,150	1,150	1,140	0.5%
Tehama	1,390	1,420	1,480	1,480	1,510	1,490	1,480	1,430	1,610	1,620	1,600	1,610	1,610	1.2%
Trinity	690	710	730	730	740	730	740	760	820	830	850	950	940	2.6%
Tulare	4,470	4,580	4,730	4,730	4,720	4,810	4,840	4,970	4,650	4,570	4,740	4,830	4,800	0.6%
Tuolumne	2,110	2,180	2,240	2,170	2,160	2,230	2,320	2,360	2,460	2,400	2,300	2,350	2,360	0.9%
Ventura	12,210	12,020	12,290	12,290	12,610	12,820	12,770	13,570	13,980	12,910	13,240	14,010	14,120	1.2%
Yolo	2,830	2,790	2,840	2,840	2,870	2,920	2,790	3,110	3,260	3,060	3,000	3,030	3,030	0.6%
Yuba	920	900	890	960	1,000	960	910	940	960	930	940	940	1,070	1.3%
California	769,190	769,860	793,000	809,530	845,350	885,190	889,620	926,620	939,900	873,450	855,750	875,460	889,960	1.2%

*Annual Change is the average annual percentage change.

**Total Employment and Earnings Compared to
Travel-Generated Employment and Earnings, by County (2004)**

County	Employment			Earnings (\$Millions)		
	Total	Travel	Percent	Total	Travel	Percent
Alameda	876,300	24,350	2.8%	49,064.6	870.8	1.8%
Alpine	1,100	360	32.7%	31.1	6.7	21.7%
Amador	18,900	2,190	11.6%	611.5	41.1	6.7%
Butte	103,970	3,540	3.4%	3,300.2	61.4	1.9%
Calaveras	16,810	2,250	13.4%	444.8	52.3	11.8%
Colusa	10,810	570	5.3%	423.0	8.5	2.0%
Contra Costa	487,840	10,250	2.1%	26,733.9	312.6	1.2%
Del Norte	11,220	1,650	14.7%	345.5	38.5	11.2%
El Dorado	87,320	10,800	12.4%	2,996.5	229.6	7.7%
Fresno	430,240	11,900	2.8%	16,285.3	241.6	1.5%
Glenn	12,320	820	6.7%	363.7	15.3	4.2%
Humboldt	70,580	4,820	6.8%	2,204.1	80.8	3.7%
Imperial	66,850	4,550	6.8%	2,324.5	79.2	3.4%
Inyo	10,270	2,550	24.9%	312.1	42.8	13.7%
Kern	334,450	13,500	4.0%	13,284.6	274.0	2.1%
Kings	56,070	1,970	3.5%	2,143.4	34.1	1.6%
Lake	23,070	2,760	12.0%	672.8	47.9	7.1%
Lassen	14,270	1,530	10.7%	480.5	21.6	4.5%
Los Angeles	5,513,690	158,010	2.9%	279,370.2	6,470.0	2.3%
Madera	59,000	3,120	5.3%	1,927.1	66.2	3.4%
Marin	180,590	6,600	3.7%	9,078.1	234.2	2.6%
Mariposa	8,000	4,300	53.8%	213.8	77.1	36.1%
Mendocino	49,180	5,530	11.2%	1,395.6	110.8	7.9%
Merced	90,570	2,380	2.6%	3,319.9	43.5	1.3%
Modoc	4,670	300	6.4%	126.4	6.2	4.9%
Mono	10,660	5,480	51.4%	338.0	121.4	35.9%
Monterey	232,020	22,640	9.8%	10,276.6	811.7	7.9%
Napa	88,180	9,770	11.1%	3,873.2	236.6	6.1%
Nevada	54,780	3,200	5.8%	1,712.9	75.9	4.4%

Source: Dean Runyan Associates, Bureau of Economic Analysis and Bureau of Labor Statistics. Total earnings and employment for 2004 estimated by Dean Runyan Associates from 2003 earnings and employment data from by the Bureau of Economic Analysis and 2004 payroll data from the Bureau of Labor Statistics.

**Total Employment and Earnings Compared to
Travel-Generated Employment and Earnings, by County (2004)**

County	Employment			Earnings (\$Millions)		
	Total	Travel	Percent	Total	Travel	Percent
Orange	1,944,220	82,870	4.3%	101,574.5	2,377.6	2.3%
Placer	178,660	9,050	5.1%	7,699.2	197.3	2.6%
Plumas	11,730	1,680	14.3%	389.3	34.2	8.8%
Riverside	792,340	62,160	7.8%	29,159.4	1,469.9	5.0%
Sacramento	770,910	25,380	3.3%	36,437.6	641.1	1.8%
San Benito	23,830	910	3.8%	919.5	24.3	2.6%
San Bernardino	816,990	42,210	5.2%	32,621.6	836.3	2.6%
San Diego	1,840,170	112,770	6.1%	88,245.7	3,163.9	3.6%
San Francisco	677,260	53,420	7.9%	49,079.2	1,938.7	4.0%
San Joaquin	282,350	6,130	2.2%	10,912.0	135.6	1.2%
San Luis Obispo	146,980	16,180	11.0%	5,278.4	332.9	6.3%
San Mateo	451,600	34,620	7.7%	30,946.8	1,731.5	5.6%
Santa Barbara	258,170	15,760	6.1%	10,646.7	425.4	4.0%
Santa Clara	1,083,880	32,630	3.0%	84,867.0	992.1	1.2%
Santa Cruz	143,150	8,300	5.8%	5,753.1	175.4	3.0%
Shasta	90,360	4,630	5.1%	3,177.9	100.4	3.2%
Sierra	1,130	270	24.0%	29.0	4.3	15.0%
Siskiyou	22,460	2,560	11.4%	622.6	53.3	8.6%
Solano	172,260	6,820	4.0%	7,286.3	139.5	1.9%
Sonoma	275,380	15,550	5.6%	11,259.2	347.0	3.1%
Stanislaus	219,780	5,280	2.4%	8,428.8	100.5	1.2%
Sutter	42,000	1,140	2.7%	1,270.5	19.4	1.5%
Tehama	24,580	1,610	6.5%	752.8	29.8	4.0%
Trinity	4,840	940	19.5%	128.6	16.7	13.0%
Tulare	179,010	4,800	2.7%	5,925.5	99.5	1.7%
Tuolumne	26,440	2,360	8.9%	822.2	48.0	5.8%
Ventura	427,150	14,120	3.3%	19,863.4	299.1	1.5%
Yolo	115,270	3,030	2.6%	5,071.5	56.3	1.1%
Yuba	27,660	1,070	3.9%	1,091.1	18.0	1.6%
California	19,974,280	889,960	4.5%	993,913.1	26,520.3	2.7%

Source: Dean Runyan Associates, Bureau of Economic Analysis and Bureau of Labor Statistics. Total earnings and employment for 2004 estimated by Dean Runyan Associates from 2003 earnings and employment data from by the Bureau of Economic Analysis and 2004 payroll data from the Bureau of Labor Statistics.

Alameda County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	1,265	2,058	2,372	2,162	2,062	2,103	2,248
Other Travel*	261	232	258	238	218	208	223
Total Direct Spending	1,526	2,290	2,629	2,400	2,280	2,312	2,470
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	590	1,158	1,396	1,248	1,151	1,159	1,256
Private Campground	3	3	4	4	4	4	4
Public Campground	0	0	0	0	0	0	0
Private Home	345	411	433	431	438	451	467
Vacation Home	9	11	11	13	13	13	14
Day Travel	318	475	527	466	456	475	506
Spending at Destination	1,265	2,058	2,372	2,162	2,062	2,103	2,248
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	158	340	432	383	332	314	329
Food & Beverage Services	255	436	491	441	434	442	475
Food Stores	35	56	61	57	56	58	62
Ground Tran. & Motor Fuel	296	431	497	469	456	519	585
Arts, Entertainment & Recreation	165	288	325	292	283	285	300
Retail Sales	227	379	424	383	363	355	364
Air Transportation (visitor only)	129	128	143	137	139	131	133
Spending at Destination	1,265	2,058	2,372	2,162	2,062	2,103	2,248
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	156	301	363	319	304	307	327
Arts, Entertainment & Recreation	72	125	142	128	123	124	131
Retail**	43	63	69	69	67	68	70
Auto Rental & Ground Tran.	17	33	35	34	35	36	38
Air Transportation (visitor only)	98	106	120	131	134	119	117
Other Travel*	192	186	208	216	202	183	189
Total Direct Earnings	578	815	937	896	865	837	871
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accommodations & Food Service	8.5	13.7	15.2	12.8	12.2	12.4	12.8
Arts, Entertainment & Recreation	2.7	4.1	4.2	3.6	3.3	3.3	3.4
Retail**	2.0	2.4	2.4	2.3	2.1	2.2	2.2
Auto Rental & Ground Tran.	0.8	1.3	1.3	1.2	1.1	1.1	1.1
Air Transportation (visitor only)	2.2	2.2	2.3	2.3	2.1	1.9	1.8
Other Travel*	4.5	4.1	4.2	4.0	3.3	3.0	3.0
Total Direct Employment	20.6	27.8	29.6	26.1	24.3	23.9	24.3
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	27.2	49.9	60.1	55.0	50.0	52.6	56.6
State Tax Receipts	61.8	95.5	106.1	96.1	95.4	96.7	103.2
Total Direct Tax Receipts	88.9	145.4	166.2	151.1	145.4	149.3	159.8

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Alpine County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	17.4	24.0	24.7	25.9	26.8	26.7	27.9
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	17.4	24.0	24.7	25.9	26.8	26.7	27.9
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	9.0	13.4	14.0	14.7	15.3	15.0	15.8
Private Campground	0.5	0.8	0.7	0.8	0.8	0.8	0.8
Public Campground	1.1	1.3	1.4	1.4	1.4	1.4	1.5
Private Home	0.4	0.4	0.5	0.4	0.5	0.5	0.5
Vacation Home	4.1	4.9	5.1	5.5	5.6	5.8	6.0
Day Travel	2.3	3.0	3.1	3.1	3.2	3.2	3.3
Spending at Destination	17.4	24.0	24.7	25.9	26.8	26.7	27.9
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	5.0	7.0	7.4	7.7	8.0	7.9	8.4
Food & Beverage Services	5.0	6.8	6.9	7.3	7.7	7.7	8.2
Food Stores	0.8	1.1	1.1	1.2	1.2	1.2	1.3
Ground Tran. & Motor Fuel	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arts, Entertainment & Recreation	3.3	4.5	4.7	4.9	5.1	5.1	5.2
Retail Sales	3.3	4.5	4.6	4.8	4.9	4.7	4.8
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	17.4	24.0	24.7	25.9	26.8	26.7	27.9
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	2.6	3.7	3.9	4.0	4.3	4.4	4.7
Arts, Entertainment & Recreation	0.8	1.1	1.2	1.2	1.3	1.3	1.3
Retail**	0.5	0.6	0.6	0.7	0.7	0.7	0.7
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Earnings	3.9	5.5	5.7	6.0	6.3	6.4	6.7
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	180	230	260	260	250	260	260
Arts, Entertainment & Recreation	50	60	70	70	70	70	60
Retail**	30	40	40	50	40	30	30
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Total Direct Employment	270	330	380	380	370	350	360
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.4	0.5	0.6	0.6	0.6	0.6	0.6
State Tax Receipts	0.4	0.6	0.6	0.6	0.7	0.7	0.7
Total Direct Tax Receipts	0.8	1.1	1.2	1.2	1.3	1.3	1.3

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Amador County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	53.5	74.3	79.5	92.1	99.4	100.8	103.0
Other Travel*	0.4	0.6	0.6	0.6	0.8	0.8	0.8
Total Direct Spending	53.9	74.8	80.1	92.7	100.1	101.6	103.8
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	12.6	19.3	21.2	25.9	28.9	29.0	29.1
Private Campground	15.8	22.4	22.1	23.6	24.7	25.2	25.7
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	10.2	13.5	14.1	14.2	14.5	14.9	15.6
Vacation Home	7.5	8.9	9.2	9.6	9.7	9.9	10.4
Day Travel	7.4	10.2	12.9	18.8	21.6	21.9	22.2
Spending at Destination	53.5	74.3	79.5	92.1	99.4	100.8	103.0
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	10.1	14.4	15.2	16.3	16.6	16.6	17.0
Food & Beverage Services	15.4	21.0	22.2	24.5	25.6	26.1	26.8
Food Stores	4.7	6.8	6.9	7.3	7.5	7.7	7.9
Ground Tran. & Motor Fuel	3.3	4.3	5.2	4.8	4.5	5.5	6.4
Arts, Entertainment & Recreation	9.1	12.7	13.8	21.0	27.1	27.3	27.3
Retail Sales	10.8	15.1	16.3	18.1	18.1	17.7	17.5
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	53.5	74.3	79.5	92.1	99.4	100.8	103.0
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	11.8	16.9	18.2	19.9	21.2	22.0	22.6
Arts, Entertainment & Recreation	3.0	4.2	5.7	10.8	13.9	14.0	14.1
Retail**	2.2	2.9	3.1	3.6	3.6	3.7	3.7
Auto Rental & Ground Tran.	0.1	0.2	0.3	0.3	0.3	0.3	0.3
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.3	0.3	0.3	0.4	0.4	0.4
Total Direct Earnings	17.3	24.5	27.5	34.8	39.4	40.4	41.1
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	720	820	930	960	980	1,020	970
Arts, Entertainment & Recreation	310	340	490	880	1,100	1,130	1,060
Retail**	120	130	140	150	150	150	140
Auto Rental & Ground Tran.	10	10	10	10	10	10	10
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	1,170	1,310	1,570	2,020	2,250	2,320	2,190
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.6	0.9	1.0	1.0	1.1	1.2	1.2
State Tax Receipts	2.1	2.9	3.1	3.3	3.6	3.6	3.7
Total Direct Tax Receipts	2.7	3.8	4.0	4.4	4.6	4.8	4.9

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Butte County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	125.6	173.9	186.9	186.0	189.7	197.7	211.5
Other Travel*	5.7	5.5	6.1	5.8	4.3	4.2	4.3
Total Direct Spending	131.2	179.4	193.0	191.8	194.0	201.9	215.8
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	31.6	54.4	59.8	62.3	65.1	67.5	72.1
Private Campground	6.6	8.8	9.4	9.6	9.4	9.9	11.4
Public Campground	4.5	4.6	4.6	4.6	4.5	4.8	5.2
Private Home	26.6	33.4	35.7	35.0	35.7	37.4	39.7
Vacation Home	16.0	19.0	19.8	20.9	21.0	21.5	22.8
Day Travel	40.2	53.6	57.6	53.7	54.0	56.6	60.4
Spending at Destination	125.6	173.9	186.9	186.0	189.7	197.7	211.5
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	18.8	28.0	29.8	31.8	33.2	33.3	35.5
Food & Beverage Services	30.4	42.0	43.7	43.7	45.9	47.0	49.6
Food Stores	6.9	9.3	9.5	9.6	9.9	10.3	10.9
Ground Tran. & Motor Fuel	22.2	28.0	34.2	31.8	29.7	36.2	43.1
Arts, Entertainment & Recreation	18.7	26.7	28.0	27.9	28.7	29.2	30.1
Retail Sales	28.6	39.9	41.7	41.2	41.2	40.6	41.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	1.1	1.1	1.1
Spending at Destination	125.6	173.9	186.9	186.0	189.7	197.7	211.5
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	17.4	25.7	27.5	27.8	30.0	31.5	33.2
Arts, Entertainment & Recreation	9.0	12.9	13.5	13.5	13.9	14.1	14.5
Retail**	5.5	7.0	7.4	7.8	7.9	8.1	8.3
Auto Rental & Ground Tran.	0.4	0.9	0.9	0.9	0.9	1.0	1.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	1.1	1.0	1.0
Other Travel*	4.0	4.2	4.7	4.9	3.6	3.3	3.3
Total Direct Earnings	36.4	50.7	53.9	54.8	57.4	58.9	61.4
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	1,410	1,800	1,810	1,740	1,830	1,890	1,890
Arts, Entertainment & Recreation	960	1,190	1,160	1,100	1,070	1,140	1,160
Retail**	350	380	370	370	360	360	360
Auto Rental & Ground Tran.	20	30	30	30	30	30	30
Air Transportation (visitor only)	0	0	0	0	20	20	20
Other Travel*	130	120	130	120	90	80	80
Total Direct Employment	2,870	3,530	3,500	3,370	3,400	3,530	3,540
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	1.6	2.6	2.8	2.9	3.1	3.2	3.3
State Tax Receipts	5.8	8.0	8.4	8.1	8.4	8.6	9.1
Total Direct Tax Receipts	7.4	10.6	11.2	11.0	11.4	11.8	12.4

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Calaveras County

Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	84.9	116.2	119.9	124.2	126.5	131.2	139.7
Other Travel*	0.7	0.9	1.0	0.9	0.9	0.8	0.6
Total Direct Spending	85.6	117.1	120.8	125.1	127.4	131.9	140.3
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	7.7	19.8	20.4	22.9	23.7	26.1	27.7
Private Campground	9.2	12.8	12.7	13.1	13.1	13.3	15.9
Public Campground	19.7	22.4	23.3	23.8	23.9	24.4	25.3
Private Home	10.8	15.1	16.0	16.2	16.6	17.2	18.0
Vacation Home	24.7	29.3	30.3	31.3	32.0	32.6	34.4
Day Travel	12.8	16.7	17.2	16.9	17.2	17.6	18.5
Spending at Destination	84.9	116.2	119.9	124.2	126.5	131.2	139.7
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	16.2	23.4	24.1	25.5	25.8	26.5	28.8
Food & Beverage Services	23.0	31.3	31.9	33.1	34.7	36.3	38.8
Food Stores	9.9	12.8	12.9	13.5	13.8	14.2	15.3
Ground Tran. & Motor Fuel	3.6	4.4	5.4	5.0	4.6	5.7	6.9
Arts, Entertainment & Recreation	14.1	19.8	20.3	21.1	21.6	22.5	23.4
Retail Sales	18.1	24.6	25.2	26.0	26.0	26.0	26.5
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	84.9	116.2	119.9	124.2	126.5	131.2	139.7
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	18.5	27.0	28.0	29.2	31.1	33.5	35.9
Arts, Entertainment & Recreation	5.2	7.3	7.5	7.8	8.0	8.3	8.7
Retail**	4.7	6.0	6.2	6.8	6.9	7.1	7.4
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.3	0.5	0.5	0.5	0.5	0.4	0.3
Total Direct Earnings	28.7	40.8	42.2	44.2	46.5	49.3	52.3
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	1,210	1,470	1,460	1,450	1,400	1,510	1,430
Arts, Entertainment & Recreation	430	510	490	480	500	510	500
Retail**	300	320	300	310	290	300	310
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	20	20	20	10	10	20	20
Total Direct Employment	1,950	2,310	2,260	2,260	2,210	2,340	2,250
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.5	0.9	0.9	1.0	1.0	1.2	1.2
State Tax Receipts	2.4	3.3	3.4	3.4	3.6	3.7	4.0
Total Direct Tax Receipts	3.0	4.2	4.3	4.4	4.6	4.9	5.2

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Colusa County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	26.8	33.1	36.2	36.3	36.4	37.5	38.4
Other Travel*	0.2	0.3	0.3	0.3	0.3	0.4	0.3
Total Direct Spending	27.0	33.4	36.5	36.5	36.8	37.9	38.7
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	7.3	9.3	9.9	10.0	10.1	10.5	10.5
Private Campground	3.3	4.1	5.2	5.3	5.2	5.5	5.5
Public Campground	1.7	1.6	1.8	1.9	1.9	2.0	2.1
Private Home	5.8	7.7	8.1	8.0	8.1	8.3	8.7
Vacation Home	4.1	4.9	5.1	5.3	5.3	5.4	5.6
Day Travel	4.5	5.5	6.1	5.8	5.8	6.0	6.1
Spending at Destination	26.8	33.1	36.2	36.3	36.4	37.5	38.4
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	4.6	5.6	6.2	6.3	6.3	6.4	6.4
Food & Beverage Services	7.4	9.0	9.5	9.6	10.0	10.2	10.3
Food Stores	2.0	2.4	2.7	2.8	2.8	2.9	2.9
Ground Tran. & Motor Fuel	3.0	3.7	4.6	4.2	3.9	4.8	5.8
Arts, Entertainment & Recreation	4.6	5.8	6.2	6.2	6.3	6.3	6.3
Retail Sales	5.3	6.7	7.1	7.2	7.1	7.0	6.8
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	26.8	33.1	36.2	36.3	36.4	37.5	38.4
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	3.0	3.8	4.2	4.2	4.4	4.6	4.7
Arts, Entertainment & Recreation	1.5	1.8	2.0	2.0	2.0	2.0	2.0
Retail**	1.1	1.4	1.5	1.6	1.6	1.6	1.6
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.1	0.1	0.1	0.2	0.2	0.2
Total Direct Earnings	5.7	7.2	7.8	7.9	8.2	8.5	8.5
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	300	280	300	290	280	310	300
Arts, Entertainment & Recreation	150	150	150	150	150	200	190
Retail**	80	80	80	80	80	70	70
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	10	10	10
Total Direct Employment	540	510	540	520	520	590	570
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.3	0.4	0.5	0.5	0.5	0.6	0.5
State Tax Receipts	1.1	1.4	1.5	1.5	1.5	1.6	1.6
Total Direct Tax Receipts	1.5	1.8	2.0	1.9	2.0	2.1	2.1

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Contra Costa County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	622.6	920.3	1,012.4	952.5	913.0	965.3	1,042.8
Other Travel*	18.2	23.5	26.3	25.1	29.7	32.4	28.9
Total Direct Spending	640.7	943.7	1,038.7	977.5	942.7	997.7	1,071.7
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	200.2	369.5	409.2	372.8	336.9	346.4	374.9
Private Campground	16.3	22.3	27.2	27.9	27.5	30.1	31.9
Public Campground	5.0	5.4	5.8	5.9	5.8	6.4	7.1
Private Home	188.6	237.1	258.2	258.0	259.7	279.5	301.4
Vacation Home	20.4	23.9	25.0	26.9	27.1	28.0	29.9
Day Travel	192.1	262.0	287.0	260.9	256.0	274.8	297.7
Spending at Destination	622.6	920.3	1,012.4	952.5	913.0	965.3	1,042.8
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	69.2	125.9	141.5	131.8	115.9	110.1	113.0
Food & Beverage Services	134.8	204.1	212.8	200.8	202.0	206.9	218.3
Food Stores	22.4	33.5	35.0	34.3	34.6	35.9	37.8
Ground Tran. & Motor Fuel	181.7	229.8	279.9	260.9	243.3	295.7	351.2
Arts, Entertainment & Recreation	87.9	136.2	143.0	134.9	133.3	135.4	139.7
Retail Sales	126.6	190.8	200.3	189.8	183.9	181.3	182.8
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	622.6	920.3	1,012.4	952.5	913.0	965.3	1,042.8
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	103.3	172.5	187.9	173.9	171.1	176.1	184.3
Arts, Entertainment & Recreation	42.7	66.1	69.4	65.5	64.7	65.7	67.8
Retail**	27.3	36.6	38.5	39.2	39.0	40.3	41.6
Auto Rental & Ground Tran.	1.8	3.5	3.7	3.5	3.7	3.7	3.9
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	9.4	12.2	13.6	13.0	15.4	16.8	15.0
Total Direct Earnings	184.5	290.8	313.1	295.1	293.8	302.6	312.6
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	4,470	6,050	6,130	5,420	5,210	5,310	5,370
Arts, Entertainment & Recreation	3,110	3,970	3,830	3,450	3,130	2,890	2,980
Retail**	1,330	1,440	1,380	1,330	1,370	1,430	1,450
Auto Rental & Ground Tran.	90	130	130	120	120	120	110
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	460	440	430	400	410	360	340
Total Direct Employment	9,450	12,040	11,910	10,720	10,250	10,090	10,250
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	12.8	21.0	23.4	21.8	20.1	20.6	20.8
State Tax Receipts	33.7	47.8	51.0	47.3	47.4	49.5	52.4
Total Direct Tax Receipts	46.5	68.8	74.3	69.1	67.5	70.1	73.2

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Del Norte County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	67.9	78.9	81.0	82.2	83.5	84.3	88.9
Other Travel*	0.3	0.4	0.4	0.4	0.5	0.6	0.5
Total Direct Spending	68.2	79.2	81.4	82.6	84.1	84.9	89.4
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	16.4	21.9	22.7	23.6	24.5	24.6	26.0
Private Campground	28.5	29.0	29.4	30.3	30.4	30.8	32.9
Public Campground	1.6	2.0	2.1	2.1	2.1	2.2	2.2
Private Home	7.7	10.3	10.8	10.6	10.7	10.9	11.2
Vacation Home	1.5	1.8	1.9	2.0	2.0	2.0	2.1
Day Travel	12.2	13.8	14.2	13.6	13.8	13.9	14.4
Spending at Destination	67.9	78.9	81.0	82.2	83.5	84.3	88.9
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	12.7	15.0	15.3	16.1	16.3	16.4	17.8
Food & Beverage Services	20.1	22.9	23.2	23.5	24.5	24.7	26.1
Food Stores	7.8	8.7	8.8	9.1	9.2	9.5	10.1
Ground Tran. & Motor Fuel	2.0	2.5	3.1	2.8	2.6	3.2	3.9
Arts, Entertainment & Recreation	11.2	13.3	13.7	13.7	14.0	14.0	14.5
Retail Sales	14.1	16.5	16.9	17.0	16.8	16.4	16.6
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	67.9	78.9	81.0	82.2	83.5	84.3	88.9
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	15.5	18.3	18.9	19.2	20.4	21.2	22.5
Arts, Entertainment & Recreation	9.1	10.9	11.1	11.2	11.4	11.4	11.8
Retail**	3.0	3.3	3.4	3.7	3.8	3.8	3.9
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.2	0.2	0.2	0.3	0.3	0.3
Total Direct Earnings	27.7	32.7	33.7	34.3	35.9	36.7	38.5
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	1,080	1,090	1,110	1,080	1,070	1,070	1,140
Arts, Entertainment & Recreation	750	760	760	730	550	520	310
Retail**	210	190	190	200	180	180	180
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	2,050	2,050	2,070	2,010	1,810	1,770	1,650
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.9	1.2	1.2	1.2	1.3	1.3	1.3
State Tax Receipts	2.6	3.0	3.1	3.0	3.2	3.2	3.4
Total Direct Tax Receipts	3.4	4.2	4.3	4.3	4.4	4.5	4.7

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

El Dorado County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	420.0	521.6	533.9	535.6	544.3	588.3	611.9
Other Travel*	5.0	6.5	7.3	7.0	7.9	6.9	0.0
Total Direct Spending	425.0	528.1	541.2	542.5	552.2	595.2	611.9
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	252.6	304.5	309.6	308.9	313.2	348.0	361.2
Private Campground	20.9	32.0	31.8	32.6	32.5	33.2	34.3
Public Campground	6.5	7.6	8.4	8.5	8.5	8.7	9.2
Private Home	35.2	48.5	51.4	51.9	53.6	55.6	58.1
Vacation Home	49.5	58.9	60.9	65.0	66.9	68.6	72.5
Day Travel	55.4	70.1	71.8	68.7	69.6	74.2	76.6
Spending at Destination	420.0	521.6	533.9	535.6	544.3	588.3	611.9
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	103.4	126.9	130.9	130.8	133.2	145.1	151.9
Food & Beverage Services	113.0	137.5	137.6	138.8	144.6	156.8	163.3
Food Stores	16.8	22.8	22.9	23.6	24.3	25.8	26.9
Ground Tran. & Motor Fuel	21.4	26.6	32.6	30.4	28.2	34.6	41.4
Arts, Entertainment & Recreation	88.0	109.6	110.8	112.4	115.0	123.2	125.8
Retail Sales	77.4	98.1	99.2	99.5	99.0	102.9	102.6
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	420.0	521.6	533.9	535.6	544.3	588.3	611.9
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	97.2	121.7	125.3	123.8	130.6	145.9	152.1
Arts, Entertainment & Recreation	39.8	49.6	50.1	50.9	52.0	55.7	56.9
Retail**	13.9	16.8	17.0	18.5	18.7	19.7	20.0
Auto Rental & Ground Tran.	0.3	0.5	0.5	0.5	0.5	0.5	0.6
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	2.6	3.4	3.8	3.6	4.1	3.6	0.0
Total Direct Earnings	153.8	191.9	196.7	197.3	205.9	225.5	229.6
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	5,400	5,760	5,860	5,540	5,670	6,050	6,030
Arts, Entertainment & Recreation	3,330	3,550	3,510	3,390	3,340	3,650	4,020
Retail**	720	730	710	730	720	760	730
Auto Rental & Ground Tran.	10	20	20	20	20	20	20
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	110	100	100	90	80	80	0
Total Direct Employment	9,570	10,150	10,200	9,770	9,830	10,550	10,800
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	9.8	12.3	12.7	12.6	12.8	13.9	14.0
State Tax Receipts	15.2	19.1	19.5	18.9	19.8	21.3	22.1
Total Direct Tax Receipts	25.0	31.5	32.2	31.5	32.7	35.2	36.1

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Fresno County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	583.1	736.6	805.5	796.5	795.1	845.0	898.1
Other Travel*	16.1	16.9	19.1	18.0	18.6	18.7	19.9
Total Direct Spending	599.2	753.6	824.6	814.5	813.7	863.7	917.9
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	216.6	256.9	284.6	292.1	289.8	314.4	334.2
Private Campground	27.5	36.8	42.9	43.5	43.2	45.2	48.4
Public Campground	10.6	12.9	14.7	14.8	14.7	15.5	16.6
Private Home	106.7	146.3	156.3	153.6	155.3	162.6	172.7
Vacation Home	44.6	54.1	56.2	59.2	59.6	61.0	64.9
Day Travel	177.1	229.6	250.8	233.3	232.5	246.3	261.2
Spending at Destination	583.1	736.6	805.5	796.5	795.1	845.0	898.1
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	87.9	103.9	112.3	118.2	119.9	126.6	134.5
Food & Beverage Services	134.8	163.0	173.3	173.0	178.2	186.3	195.0
Food Stores	25.1	32.9	35.0	35.6	36.4	37.9	39.9
Ground Tran. & Motor Fuel	125.4	175.1	205.1	192.8	185.2	214.9	246.1
Arts, Entertainment & Recreation	82.7	102.9	110.1	109.7	110.8	114.8	117.6
Retail Sales	121.7	153.5	164.0	161.8	159.5	159.8	160.2
Air Transportation (visitor only)	5.5	5.2	5.6	5.3	5.0	4.7	4.8
Spending at Destination	583.1	736.6	805.5	796.5	795.1	845.0	898.1
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	77.7	95.9	104.3	104.9	110.5	119.2	125.4
Arts, Entertainment & Recreation	37.3	46.4	49.6	49.4	50.0	51.7	53.0
Retail**	23.7	28.3	30.2	31.9	32.0	33.2	34.0
Auto Rental & Ground Tran.	5.3	10.2	10.7	10.3	10.7	10.9	11.5
Air Transportation (visitor only)	4.2	4.4	4.7	5.1	4.8	4.2	4.2
Other Travel*	10.6	11.4	12.9	13.2	13.5	13.0	13.4
Total Direct Earnings	158.8	196.5	212.4	214.8	221.5	232.3	241.6
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	5,730	6,090	6,420	6,140	6,040	6,460	6,560
Arts, Entertainment & Recreation	2,810	3,030	3,090	2,930	3,060	3,060	3,100
Retail**	1,380	1,410	1,410	1,410	1,390	1,410	1,420
Auto Rental & Ground Tran.	230	370	380	350	350	340	340
Air Transportation (visitor only)	140	140	140	130	120	100	100
Other Travel*	470	440	450	430	410	410	400
Total Direct Employment	10,760	11,480	11,890	11,390	11,370	11,790	11,900
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	12.0	14.7	16.4	16.6	16.7	18.6	18.8
State Tax Receipts	27.4	35.6	38.2	36.5	37.5	39.1	41.1
Total Direct Tax Receipts	39.4	50.3	54.5	53.0	54.2	57.8	59.9

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Glenn County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	26.8	35.7	39.0	38.5	38.6	40.8	43.9
Other Travel*	0.3	0.4	0.4	0.4	0.5	0.5	0.5
Total Direct Spending	27.0	36.1	39.4	38.9	39.1	41.4	44.4
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	8.1	11.7	12.6	12.7	12.8	13.9	15.3
Private Campground	2.4	3.9	5.0	5.1	5.0	5.3	5.8
Public Campground	1.6	1.8	1.9	1.9	1.9	2.0	2.2
Private Home	9.2	11.2	11.8	11.5	11.5	12.0	12.6
Vacation Home	0.7	0.8	0.8	0.9	0.9	0.9	1.0
Day Travel	4.9	6.3	6.9	6.4	6.4	6.7	7.1
Spending at Destination	26.8	35.7	39.0	38.5	38.6	40.8	43.9
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	3.3	4.9	5.4	5.5	5.5	5.8	6.2
Food & Beverage Services	7.4	9.7	10.3	10.2	10.6	11.0	11.7
Food Stores	2.0	2.7	2.9	3.0	3.0	3.1	3.3
Ground Tran. & Motor Fuel	4.2	5.2	6.4	5.9	5.5	6.8	8.1
Arts, Entertainment & Recreation	4.5	6.1	6.4	6.4	6.5	6.7	6.9
Retail Sales	5.4	7.2	7.6	7.5	7.5	7.4	7.5
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	26.8	35.7	39.0	38.5	38.6	40.8	43.9
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	5.3	7.4	8.0	8.0	8.5	9.1	9.7
Arts, Entertainment & Recreation	2.2	2.9	3.1	3.1	3.1	3.2	3.4
Retail**	1.2	1.6	1.7	1.8	1.8	1.9	1.9
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.2	0.2	0.2	0.3	0.3	0.3
Total Direct Earnings	8.9	12.1	13.1	13.1	13.7	14.5	15.3
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	360	420	420	400	400	440	460
Arts, Entertainment & Recreation	260	290	280	270	340	460	260
Retail**	100	100	100	100	100	100	100
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	720	810	810	770	840	1,000	820
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.4	0.5	0.6	0.6	0.6	0.7	0.7
State Tax Receipts	1.2	1.6	1.7	1.7	1.7	1.8	1.9
Total Direct Tax Receipts	1.6	2.1	2.3	2.2	2.3	2.5	2.6

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Humboldt County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	187.1	225.8	238.5	237.2	240.7	246.8	255.9
Other Travel*	2.3	2.7	3.1	2.9	3.6	1.8	1.7
Total Direct Spending	189.5	228.5	241.6	240.1	244.3	248.6	257.6
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	75.1	93.1	99.2	100.8	103.7	105.0	107.9
Private Campground	18.7	21.6	22.3	22.8	22.6	23.6	24.8
Public Campground	12.4	12.5	13.4	13.6	13.4	14.2	15.2
Private Home	41.7	51.8	54.4	53.1	53.6	55.6	58.0
Vacation Home	8.2	9.8	10.1	10.4	10.4	10.6	11.1
Day Travel	31.0	37.0	39.0	36.6	37.0	37.8	38.8
Spending at Destination	187.1	225.8	238.5	237.2	240.7	246.8	255.9
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	32.1	39.2	41.0	42.6	43.9	44.4	46.1
Food & Beverage Services	52.8	62.3	64.2	64.0	66.9	67.5	68.9
Food Stores	13.2	15.9	16.2	16.4	16.8	17.3	17.8
Ground Tran. & Motor Fuel	19.7	24.3	29.9	27.8	25.8	31.7	38.0
Arts, Entertainment & Recreation	32.1	39.2	40.7	40.4	41.4	41.3	41.3
Retail Sales	36.7	44.4	46.1	45.6	45.5	44.2	43.3
Air Transportation (visitor only)	0.5	0.4	0.5	0.4	0.4	0.4	0.4
Spending at Destination	187.1	225.8	238.5	237.2	240.7	246.8	255.9
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	36.2	44.4	46.7	46.7	49.9	51.9	53.3
Arts, Entertainment & Recreation	12.3	15.1	15.6	15.5	15.9	15.9	15.9
Retail**	7.5	8.7	9.0	9.5	9.7	9.8	9.9
Auto Rental & Ground Tran.	0.1	0.3	0.3	0.3	0.3	0.3	0.3
Air Transportation (visitor only)	0.4	0.4	0.4	0.4	0.4	0.3	0.3
Other Travel*	1.4	1.6	1.8	1.8	2.1	1.2	1.1
Total Direct Earnings	57.9	70.4	73.8	74.3	78.4	79.5	80.8
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	2,640	2,730	2,770	2,640	2,670	2,740	2,760
Arts, Entertainment & Recreation	1,550	1,600	1,580	1,500	1,110	1,330	1,580
Retail**	470	460	450	450	430	440	420
Auto Rental & Ground Tran.	10	10	10	10	10	10	10
Air Transportation (visitor only)	10	10	10	10	10	10	10
Other Travel*	50	50	50	50	60	50	40
Total Direct Employment	4,730	4,870	4,880	4,660	4,300	4,580	4,820
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	3.3	4.2	4.4	4.5	4.6	4.6	4.5
State Tax Receipts	7.8	9.5	9.9	9.5	10.0	10.1	10.4
Total Direct Tax Receipts	11.0	13.7	14.3	14.0	14.6	14.7	15.0

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Imperial County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	150.7	214.4	235.9	235.7	240.0	249.4	272.0
Other Travel*	1.4	1.4	1.5	1.4	0.8	1.0	1.0
Total Direct Spending	152.1	215.8	237.4	237.1	240.9	250.4	272.9
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	32.3	41.0	45.7	45.4	46.9	50.4	56.8
Private Campground	40.5	65.1	74.7	76.6	76.5	78.3	87.6
Public Campground	2.3	2.8	2.6	2.6	2.6	2.7	2.8
Private Home	38.6	54.6	57.9	57.6	59.6	61.9	64.8
Vacation Home	9.6	11.4	11.7	12.3	12.6	12.9	13.6
Day Travel	27.4	39.5	43.3	41.2	41.9	43.2	46.4
Spending at Destination	150.7	214.4	235.9	235.7	240.0	249.4	272.0
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	22.4	31.6	35.2	36.0	36.4	37.4	42.0
Food & Beverage Services	44.0	61.8	66.9	66.9	69.9	72.7	79.2
Food Stores	13.9	22.0	24.0	24.7	25.3	26.2	28.8
Ground Tran. & Motor Fuel	12.5	15.5	19.0	17.7	16.4	20.1	24.1
Arts, Entertainment & Recreation	26.0	37.2	40.4	40.2	41.2	42.5	45.3
Retail Sales	31.9	46.4	50.5	50.3	50.3	50.1	52.2
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.6	0.3	0.4
Spending at Destination	150.7	214.4	235.9	235.7	240.0	249.4	272.0
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	23.0	33.3	36.8	36.9	39.4	42.2	46.4
Arts, Entertainment & Recreation	11.4	16.3	17.7	17.6	18.0	18.6	19.8
Retail**	6.2	8.8	9.6	10.3	10.5	10.8	11.5
Auto Rental & Ground Tran.	0.1	0.3	0.3	0.3	0.3	0.3	0.3
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.5	0.3	0.4
Other Travel*	1.0	1.1	1.2	1.2	0.7	0.8	0.8
Total Direct Earnings	41.8	59.7	65.6	66.3	69.5	73.1	79.2
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	1,800	2,090	2,260	2,160	2,200	2,310	2,610
Arts, Entertainment & Recreation	1,190	1,380	1,440	1,360	1,260	1,290	1,390
Retail**	420	470	480	490	480	490	510
Auto Rental & Ground Tran.	10	10	10	10	10	10	10
Air Transportation (visitor only)	0	b	b	b	b	b	b
Other Travel*	40	30	40	30	20	20	20
Total Direct Employment	3,450	3,990	4,220	4,050	3,980	4,130	4,550
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	2.3	3.3	3.6	3.5	3.6	3.9	4.0
State Tax Receipts	6.3	8.9	9.7	9.3	9.8	10.2	11.0
Total Direct Tax Receipts	8.6	12.2	13.3	12.9	13.4	14.0	15.1

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Inyo County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	107.9	142.2	150.0	148.3	155.3	162.2	170.8
Other Travel*	0.3	0.3	0.4	0.4	0.5	0.5	0.5
Total Direct Spending	108.2	142.5	150.3	148.7	155.7	162.7	171.3
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	54.0	75.4	79.0	77.4	83.9	89.0	94.5
Private Campground	17.4	22.3	24.4	25.0	24.9	25.5	26.7
Public Campground	14.2	16.9	17.8	18.2	18.1	18.6	19.5
Private Home	6.0	7.0	7.3	7.1	7.2	7.3	7.5
Vacation Home	2.5	3.0	3.1	3.2	3.2	3.2	3.3
Day Travel	13.7	17.6	18.5	17.5	18.0	18.6	19.3
Spending at Destination	107.9	142.2	150.0	148.3	155.3	162.2	170.8
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	24.5	33.7	35.6	35.7	38.2	39.5	41.6
Food & Beverage Services	29.6	38.3	39.5	39.0	42.0	43.9	46.3
Food Stores	9.2	11.9	12.3	12.7	13.0	13.5	14.0
Ground Tran. & Motor Fuel	8.1	9.9	12.2	11.4	10.5	13.0	15.6
Arts, Entertainment & Recreation	17.0	22.8	23.7	23.2	24.6	25.5	26.3
Retail Sales	19.5	25.6	26.6	26.3	26.9	26.9	27.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	107.9	142.2	150.0	148.3	155.3	162.2	170.8
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	16.4	22.3	23.6	23.1	25.5	27.2	28.6
Arts, Entertainment & Recreation	4.9	6.6	6.9	6.7	7.1	7.4	7.6
Retail**	4.1	5.2	5.4	5.8	6.0	6.2	6.3
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.2	0.2
Total Direct Earnings	25.6	34.3	36.1	35.9	38.8	41.0	42.8
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	1,290	1,670	1,410	1,320	1,520	1,620	1,700
Arts, Entertainment & Recreation	700	910	740	690	750	630	590
Retail**	270	310	250	260	250	260	260
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	2,260	2,900	2,400	2,270	2,530	2,520	2,550
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	2.1	2.9	3.1	3.1	3.3	3.5	3.6
State Tax Receipts	3.2	4.3	4.5	4.3	4.6	4.8	5.0
Total Direct Tax Receipts	5.4	7.2	7.6	7.4	7.9	8.3	8.6

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Kern County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	669.5	817.3	877.7	871.9	865.1	908.8	974.5
Other Travel*	18.0	17.5	19.5	18.0	17.2	14.5	14.6
Total Direct Spending	687.5	834.8	897.2	889.9	882.3	923.3	989.1
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	194.2	235.6	239.0	245.9	241.6	252.0	269.4
Private Campground	110.2	124.4	147.0	148.8	146.7	155.6	169.5
Public Campground	10.3	12.1	13.3	13.4	13.2	14.1	15.2
Private Home	84.6	113.7	122.7	120.8	121.7	129.0	137.1
Vacation Home	76.5	91.7	95.6	99.6	100.2	103.3	110.6
Day Travel	193.6	239.7	260.0	243.4	241.7	254.7	272.7
Spending at Destination	669.5	817.3	877.7	871.9	865.1	908.8	974.5
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	113.4	136.1	140.5	146.8	145.7	146.6	156.0
Food & Beverage Services	155.3	186.2	192.4	193.1	199.6	204.4	215.4
Food Stores	39.4	48.8	52.1	53.5	54.7	56.5	59.7
Ground Tran. & Motor Fuel	120.4	149.9	183.8	171.0	158.7	194.7	232.9
Arts, Entertainment & Recreation	93.2	115.5	119.7	119.9	121.5	123.3	127.1
Retail Sales	138.8	172.8	180.5	179.1	176.9	174.3	175.8
Air Transportation (visitor only)	8.9	7.9	8.6	8.4	8.0	9.0	7.5
Spending at Destination	669.5	817.3	877.7	871.9	865.1	908.8	974.5
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	98.7	121.1	126.7	127.9	133.9	140.9	148.8
Arts, Entertainment & Recreation	44.7	55.4	57.4	57.5	58.3	59.1	61.0
Retail**	29.5	34.8	36.8	38.9	39.2	40.3	41.6
Auto Rental & Ground Tran.	1.4	2.7	2.9	2.8	2.9	3.0	3.2
Air Transportation (visitor only)	6.7	6.5	7.2	8.1	7.7	8.2	6.6
Other Travel*	13.0	13.5	15.3	15.7	15.2	12.3	12.8
Total Direct Earnings	194.0	234.1	246.3	250.8	257.2	263.9	274.0
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	6,820	7,170	7,250	6,960	7,020	7,140	7,200
Arts, Entertainment & Recreation	4,100	4,370	4,300	4,100	4,130	4,040	4,110
Retail**	1,670	1,680	1,670	1,660	1,640	1,700	1,720
Auto Rental & Ground Tran.	70	110	110	100	100	100	100
Air Transportation (visitor only)	190	170	180	180	150	160	130
Other Travel*	430	410	420	400	350	280	250
Total Direct Employment	13,270	13,920	13,930	13,410	13,400	13,430	13,500
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	9.3	12.9	13.4	13.6	13.5	13.1	13.1
State Tax Receipts	30.4	37.9	39.9	38.4	39.2	40.5	42.6
Total Direct Tax Receipts	39.7	50.8	53.3	52.0	52.7	53.5	55.7

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Kings County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	68.6	94.7	103.5	102.8	105.5	110.0	116.4
Other Travel*	1.1	1.4	1.5	1.5	1.9	2.0	1.9
Total Direct Spending	69.7	96.1	105.0	104.3	107.4	112.0	118.3
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	13.0	18.3	20.9	22.3	24.0	24.2	25.1
Private Campground	0.9	1.2	1.5	1.5	1.5	1.6	1.6
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	39.8	54.9	59.0	58.1	58.9	62.1	66.2
Vacation Home	0.9	1.1	1.1	1.2	1.2	1.3	1.3
Day Travel	14.0	19.3	20.9	19.6	19.9	20.9	22.1
Spending at Destination	68.6	94.7	103.5	102.8	105.5	110.0	116.4
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	4.3	6.2	7.0	7.7	8.4	8.2	8.3
Food & Beverage Services	20.3	27.9	29.6	29.7	31.5	32.3	33.9
Food Stores	4.8	7.0	7.4	7.5	7.7	8.1	8.5
Ground Tran. & Motor Fuel	11.3	14.0	17.2	16.0	14.8	18.2	21.8
Arts, Entertainment & Recreation	12.6	17.8	19.1	19.0	19.8	20.1	20.7
Retail Sales	15.3	21.7	23.2	23.0	23.3	23.0	23.2
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	68.6	94.7	103.5	102.8	105.5	110.0	116.4
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	10.7	15.3	16.7	16.9	18.6	19.7	20.5
Arts, Entertainment & Recreation	4.3	6.1	6.5	6.5	6.8	6.9	7.1
Retail**	3.2	4.2	4.5	4.8	4.9	5.0	5.2
Auto Rental & Ground Tran.	0.1	0.3	0.3	0.3	0.3	0.3	0.3
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.6	0.7	0.8	0.8	1.0	1.0	1.0
Total Direct Earnings	18.9	26.6	28.8	29.2	31.5	32.9	34.1
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	840	960	990	960	980	1,020	1,050
Arts, Entertainment & Recreation	550	630	630	590	650	590	650
Retail**	170	180	180	180	240	240	240
Auto Rental & Ground Tran.	10	10	10	10	10	10	10
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	30	20	20	20	30	30	30
Total Direct Employment	1,580	1,810	1,830	1,760	1,900	1,890	1,970
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.8	1.1	1.3	1.3	1.4	1.4	1.3
State Tax Receipts	3.3	4.5	4.8	4.6	4.9	5.1	5.3
Total Direct Tax Receipts	4.1	5.7	6.1	6.0	6.3	6.4	6.6

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Lake County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	91.2	117.8	126.6	133.8	136.1	138.2	144.2
Other Travel*	0.9	1.2	1.4	1.3	1.7	1.7	1.7
Total Direct Spending	92.2	119.0	128.0	135.1	137.7	139.9	145.9
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	17.3	26.7	31.9	37.8	39.4	40.0	42.1
Private Campground	14.5	17.2	17.5	17.9	17.9	18.3	19.0
Public Campground	2.4	2.8	3.0	3.0	3.0	3.1	3.2
Private Home	17.1	22.3	23.4	23.7	23.9	24.4	25.3
Vacation Home	25.1	29.8	30.7	31.5	31.6	31.9	33.4
Day Travel	14.9	19.0	20.2	19.9	20.2	20.5	21.2
Spending at Destination	91.2	117.8	126.6	133.8	136.1	138.2	144.2
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	17.9	23.6	25.7	28.3	28.7	28.7	30.4
Food & Beverage Services	26.1	33.2	35.3	37.5	39.1	39.9	41.7
Food Stores	6.7	8.6	8.8	9.2	9.4	9.7	10.2
Ground Tran. & Motor Fuel	4.5	5.5	6.7	6.3	5.8	7.1	8.6
Arts, Entertainment & Recreation	16.8	22.0	23.5	24.8	25.4	25.7	26.3
Retail Sales	19.2	24.9	26.5	27.7	27.6	27.0	27.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	91.2	117.8	126.6	133.8	136.1	138.2	144.2
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	17.4	23.3	25.4	27.3	29.1	30.5	32.0
Arts, Entertainment & Recreation	6.1	8.0	8.6	9.1	9.3	9.4	9.6
Retail**	3.6	4.4	4.7	5.2	5.3	5.4	5.4
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.5	0.6	0.7	0.7	0.9	0.9	0.9
Total Direct Earnings	27.7	36.4	39.4	42.3	44.6	46.1	47.9
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	1,210	1,310	1,490	1,520	1,500	1,590	1,620
Arts, Entertainment & Recreation	500	530	580	590	1,020	1,040	900
Retail**	210	210	220	240	230	220	220
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	20	20	20	20	30	20	20
Total Direct Employment	1,940	2,080	2,320	2,360	2,780	2,870	2,760
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	1.1	1.6	1.8	2.0	2.1	2.1	2.0
State Tax Receipts	3.5	4.5	4.8	4.9	5.1	5.2	5.5
Total Direct Tax Receipts	4.6	6.1	6.6	6.9	7.2	7.3	7.5

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Lassen County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	37.7	47.5	51.1	53.5	54.5	55.4	56.9
Other Travel*	0.3	0.5	0.5	0.5	0.6	0.0	0.0
Total Direct Spending	38.0	48.0	51.6	54.0	55.1	55.4	56.9
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	11.6	13.8	15.4	18.1	18.8	18.7	18.8
Private Campground	2.9	3.9	4.1	4.2	4.1	4.3	4.3
Public Campground	2.0	2.4	2.5	2.6	2.5	2.7	2.8
Private Home	9.9	13.5	14.4	14.0	14.1	14.6	15.3
Vacation Home	4.8	5.7	5.9	6.2	6.3	6.3	6.6
Day Travel	6.4	8.2	8.7	8.5	8.6	8.8	9.0
Spending at Destination	37.7	47.5	51.1	53.5	54.5	55.4	56.9
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	6.2	7.5	8.1	9.2	9.4	9.3	9.4
Food & Beverage Services	10.7	13.3	14.0	14.8	15.5	15.7	16.0
Food Stores	2.6	3.5	3.6	3.7	3.8	3.9	4.0
Ground Tran. & Motor Fuel	3.8	4.6	5.7	5.3	4.9	6.1	7.3
Arts, Entertainment & Recreation	6.7	8.6	9.1	9.6	9.9	9.9	9.8
Retail Sales	7.7	9.9	10.5	10.9	10.9	10.6	10.4
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	37.7	47.5	51.1	53.5	54.5	55.4	56.9
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	6.5	8.2	8.9	9.5	10.2	10.5	10.7
Arts, Entertainment & Recreation	5.8	7.4	7.9	8.3	8.5	8.5	8.5
Retail**	1.7	2.1	2.2	2.4	2.4	2.5	2.5
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.2	0.3	0.2	0.3	0.0	0.0
Total Direct Earnings	14.1	17.9	19.2	20.4	21.5	21.5	21.6
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	480	530	570	580	530	530	520
Arts, Entertainment & Recreation	870	950	990	990	980	940	910
Retail**	100	110	110	120	120	110	110
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	0	0
Total Direct Employment	1,460	1,590	1,680	1,690	1,640	1,580	1,530
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.5	0.6	0.7	0.8	0.8	0.8	0.8
State Tax Receipts	1.6	2.0	2.1	2.1	2.2	2.3	2.3
Total Direct Tax Receipts	2.1	2.7	2.8	2.9	3.0	3.1	3.1

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Los Angeles County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	10,294	14,018	15,139	14,542	14,417	15,133	16,403
Other Travel*	3,007	2,805	3,119	2,936	2,824	2,805	2,892
Total Direct Spending	13,301	16,822	18,258	17,478	17,240	17,938	19,295
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	4,993	7,250	7,904	7,724	7,627	8,089	8,942
Private Campground	99	138	140	143	141	149	169
Public Campground	8	8	15	15	15	16	17
Private Home	2,177	2,511	2,692	2,612	2,588	2,603	2,710
Vacation Home	110	131	137	152	151	155	162
Day Travel	2,907	3,979	4,251	3,897	3,893	4,121	4,404
Spending at Destination	10,294	14,018	15,139	14,542	14,417	15,133	16,403
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	1,270	1,966	2,141	2,071	2,022	2,110	2,380
Food & Beverage Services	2,056	2,860	2,974	2,895	2,993	3,156	3,396
Food Stores	249	357	369	363	371	391	420
Ground Tran. & Motor Fuel	1,851	2,606	3,044	2,863	2,756	3,188	3,639
Arts, Entertainment & Recreation	1,591	2,281	2,389	2,321	2,352	2,456	2,584
Retail Sales	1,784	2,525	2,641	2,553	2,520	2,545	2,612
Air Transportation (visitor only)	1,492	1,423	1,580	1,476	1,402	1,288	1,372
Spending at Destination	10,294	14,018	15,139	14,542	14,417	15,133	16,403
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	1,325	1,969	2,117	2,027	2,101	2,266	2,481
Arts, Entertainment & Recreation	966	1,385	1,450	1,409	1,410	1,488	1,566
Retail**	329	424	445	463	464	482	502
Auto Rental & Ground Tran.	86	165	173	167	174	178	187
Air Transportation (visitor only)	501	528	592	628	604	523	536
Other Travel*	1,083	1,117	1,252	1,301	1,261	1,200	1,199
Total Direct Earnings	4,290	5,587	6,029	5,995	6,013	6,137	6,470
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accommodations & Food Service	69.0	83.0	85.4	78.2	77.7	83.1	87.4
Arts, Entertainment & Recreation	22.6	26.6	26.3	24.4	23.0	23.5	22.6
Retail**	17.0	17.7	17.3	17.0	16.1	16.7	16.8
Auto Rental & Ground Tran.	4.0	6.1	6.2	5.7	5.6	5.6	5.5
Air Transportation (visitor only)	9.6	9.6	9.9	9.5	8.2	7.1	7.1
Other Travel*	25.2	23.5	23.8	22.8	20.3	18.9	18.6
Total Direct Employment	147.3	166.5	169.0	157.6	150.9	154.9	158.0
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	232	360	391	378	372	390	418
State Tax Receipts	450	625	663	627	640	666	710
Total Direct Tax Receipts	682	985	1,055	1,005	1,012	1,056	1,128

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Madera County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	106.2	151.7	161.3	164.2	166.5	173.2	183.7
Other Travel*	1.2	1.5	1.7	1.6	2.1	2.3	2.2
Total Direct Spending	107.4	153.3	163.0	165.8	168.7	175.5	185.8
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	33.7	54.2	56.2	58.2	60.0	63.2	67.3
Private Campground	29.0	38.9	42.8	43.7	43.5	44.8	47.6
Public Campground	5.9	6.9	7.2	7.4	7.3	7.6	8.0
Private Home	12.2	18.1	19.5	19.4	19.8	20.6	21.8
Vacation Home	9.3	11.0	11.4	12.3	12.5	12.8	13.6
Day Travel	16.1	22.6	24.2	23.2	23.5	24.3	25.5
Spending at Destination	106.2	151.7	161.3	164.2	166.5	173.2	183.7
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	22.0	32.3	34.1	35.3	36.0	36.9	39.3
Food & Beverage Services	26.9	38.4	39.9	40.9	42.8	44.3	46.7
Food Stores	9.5	13.5	14.2	14.7	15.1	15.6	16.4
Ground Tran. & Motor Fuel	11.4	14.1	17.3	16.1	14.9	18.4	22.0
Arts, Entertainment & Recreation	14.7	21.8	22.7	23.3	23.9	24.6	25.4
Retail Sales	21.6	31.7	33.2	33.8	33.7	33.5	33.8
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	106.2	151.7	161.3	164.2	166.5	173.2	183.7
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	21.7	32.5	34.4	35.1	37.3	39.5	41.8
Arts, Entertainment & Recreation	8.2	12.2	12.7	13.1	13.4	13.8	14.2
Retail**	5.2	7.2	7.6	8.2	8.4	8.6	8.8
Auto Rental & Ground Tran.	0.1	0.2	0.2	0.2	0.2	0.2	0.2
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.6	0.8	0.9	0.8	1.1	1.2	1.1
Total Direct Earnings	35.9	52.8	55.8	57.4	60.3	63.2	66.2
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	1,300	1,590	1,650	1,610	1,590	1,680	1,760
Arts, Entertainment & Recreation	900	1,100	1,110	1,080	1,080	1,070	1,000
Retail**	300	330	330	340	340	320	320
Auto Rental & Ground Tran.	0	10	10	10	10	10	10
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	30	30	30	20	30	30	30
Total Direct Employment	2,540	3,060	3,120	3,060	3,050	3,120	3,120
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	1.7	2.8	3.0	3.1	3.1	3.3	3.3
State Tax Receipts	4.4	6.2	6.6	6.5	6.8	7.0	7.4
Total Direct Tax Receipts	6.1	9.1	9.6	9.5	9.9	10.3	10.7

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Marin County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	276.3	472.6	514.8	495.4	505.7	507.0	574.7
Other Travel*	26.1	32.3	36.1	34.4	21.1	21.7	21.9
Total Direct Spending	302.4	504.8	550.8	529.7	526.8	528.7	596.6
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	104.9	213.4	238.1	227.9	237.2	231.8	300.3
Private Campground	5.1	33.5	37.3	38.2	37.6	39.8	27.8
Public Campground	4.3	3.7	3.6	3.7	3.6	3.9	4.1
Private Home	64.9	77.5	81.1	79.3	79.8	82.0	84.5
Vacation Home	20.9	24.4	25.3	27.0	27.0	27.2	28.2
Day Travel	76.2	120.0	129.4	119.3	120.5	122.3	129.8
Spending at Destination	276.3	472.6	514.8	495.4	505.7	507.0	574.7
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	42.8	87.6	97.0	91.5	95.5	92.8	115.0
Food & Beverage Services	71.0	121.8	129.6	126.0	132.4	131.5	148.4
Food Stores	11.0	21.1	22.2	22.2	22.8	23.2	22.9
Ground Tran. & Motor Fuel	36.0	44.7	54.9	51.0	47.3	58.1	69.6
Arts, Entertainment & Recreation	50.0	85.9	92.1	89.3	92.1	90.6	100.8
Retail Sales	65.6	111.5	119.1	115.4	115.6	110.7	118.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	276.3	472.6	514.8	495.4	505.7	507.0	574.7
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	54.3	103.5	113.8	107.7	115.8	117.1	139.5
Arts, Entertainment & Recreation	30.1	51.7	55.4	53.7	55.4	54.5	60.6
Retail**	11.3	17.5	18.6	19.6	19.9	19.7	20.7
Auto Rental & Ground Tran.	0.3	0.7	0.7	0.7	0.7	0.7	0.8
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	14.4	17.8	19.9	19.4	12.5	12.6	12.6
Total Direct Earnings	110.5	191.2	208.4	201.0	204.2	204.5	234.2
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	2,060	3,290	3,410	3,090	3,220	3,320	3,780
Arts, Entertainment & Recreation	1,290	1,910	1,900	1,760	1,810	1,700	1,890
Retail**	490	630	620	610	600	610	640
Auto Rental & Ground Tran.	20	30	30	20	20	30	30
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	530	510	500	470	310	280	270
Total Direct Employment	4,380	6,370	6,450	5,960	5,960	5,930	6,600
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	4.9	9.4	10.4	9.8	10.2	10.2	7.9
State Tax Receipts	12.5	20.3	21.7	20.5	21.2	21.2	23.5
Total Direct Tax Receipts	17.4	29.7	32.2	30.2	31.4	31.4	31.4

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Mariposa County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	184.1	231.2	241.1	260.2	269.0	276.5	288.3
Other Travel*	0.3	0.3	0.4	0.4	0.5	0.5	0.5
Total Direct Spending	184.4	231.5	241.5	260.6	269.5	277.0	288.8
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	147.7	185.4	193.2	211.1	219.0	225.6	235.8
Private Campground	4.4	5.8	6.6	6.8	6.8	6.9	7.1
Public Campground	3.3	3.9	4.0	4.2	4.2	4.2	4.4
Private Home	4.7	6.3	6.6	6.5	6.6	6.7	6.9
Vacation Home	6.5	7.7	8.0	8.4	8.5	8.6	9.0
Day Travel	17.5	22.0	22.8	23.3	24.0	24.4	25.2
Spending at Destination	184.1	231.2	241.1	260.2	269.0	276.5	288.3
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	55.9	70.8	75.5	81.1	84.2	87.2	92.0
Food & Beverage Services	55.1	67.7	69.3	75.4	79.3	82.0	86.2
Food Stores	5.7	7.4	7.7	8.3	8.5	8.8	9.3
Ground Tran. & Motor Fuel	1.8	2.2	2.7	2.5	2.3	2.9	3.5
Arts, Entertainment & Recreation	34.0	43.0	44.3	48.2	49.7	50.9	52.4
Retail Sales	31.7	40.1	41.5	44.8	44.9	44.6	44.9
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	184.1	231.2	241.1	260.2	269.0	276.5	288.3
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	31.1	39.5	41.9	44.6	47.6	50.4	53.1
Arts, Entertainment & Recreation	8.5	10.7	11.1	12.0	12.4	12.7	13.1
Retail**	7.1	8.4	8.8	10.3	10.4	10.5	10.7
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.3	0.2
Total Direct Earnings	46.8	58.9	62.0	67.1	70.7	73.9	77.1
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	2,600	2,690	2,710	2,760	2,840	3,020	3,070
Arts, Entertainment & Recreation	760	790	760	790	770	730	720
Retail**	470	450	430	480	470	500	510
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	3,840	3,930	3,900	4,040	4,090	4,260	4,300
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	5.3	7.3	7.7	8.3	8.6	8.9	9.0
State Tax Receipts	4.6	5.9	6.1	6.4	6.8	7.0	7.4
Total Direct Tax Receipts	9.9	13.1	13.8	14.7	15.4	15.8	16.3

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Mendocino County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	207.8	266.0	285.5	285.6	293.8	293.4	298.9
Other Travel*	0.4	0.5	0.6	0.6	0.6	0.6	0.6
Total Direct Spending	208.2	266.6	286.1	286.2	294.4	294.0	299.5
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	116.4	153.6	168.0	169.6	176.5	173.8	176.0
Private Campground	14.5	17.6	18.0	18.4	18.4	18.9	19.1
Public Campground	10.1	11.8	12.2	12.5	12.4	12.9	13.6
Private Home	27.2	33.8	35.3	34.7	35.1	36.1	37.6
Vacation Home	9.2	10.9	11.3	11.9	12.0	12.2	12.7
Day Travel	30.4	38.3	40.7	38.6	39.4	39.4	39.9
Spending at Destination	207.8	266.0	285.5	285.6	293.8	293.4	298.9
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	46.3	60.9	65.6	66.8	69.5	68.0	68.9
Food & Beverage Services	59.8	75.1	79.3	79.5	84.0	83.5	84.7
Food Stores	11.5	14.7	15.1	15.4	15.9	16.2	16.6
Ground Tran. & Motor Fuel	14.5	17.8	21.9	20.4	18.8	23.2	27.8
Arts, Entertainment & Recreation	36.7	47.6	50.7	50.7	52.5	51.7	51.3
Retail Sales	38.9	49.9	52.9	52.8	53.1	50.9	49.6
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	207.8	266.0	285.5	285.6	293.8	293.4	298.9
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	49.9	65.6	70.9	70.6	75.9	76.9	78.0
Arts, Entertainment & Recreation	15.6	20.2	21.5	21.5	22.3	21.9	21.8
Retail**	7.6	9.3	9.8	10.5	10.7	10.7	10.6
Auto Rental & Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.3	0.3	0.3	0.3	0.3	0.3
Total Direct Earnings	73.4	95.4	102.6	103.0	109.3	109.9	110.8
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	2,930	3,100	3,270	3,100	3,180	3,200	3,140
Arts, Entertainment & Recreation	1,940	2,040	2,090	1,990	1,550	2,030	1,970
Retail**	440	430	430	440	430	430	410
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	20	20	20	20	20	20	20
Total Direct Employment	5,330	5,590	5,800	5,550	5,180	5,690	5,530
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	4.7	6.3	6.8	6.9	7.2	7.0	6.9
State Tax Receipts	8.0	10.2	10.9	10.5	11.1	11.1	11.4
Total Direct Tax Receipts	12.7	16.6	17.7	17.4	18.3	18.1	18.2

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Merced County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	111.5	134.8	148.4	146.6	145.6	155.6	165.3
Other Travel*	3.4	3.9	4.3	4.1	4.9	5.0	4.9
Total Direct Spending	114.9	138.7	152.7	150.7	150.4	160.6	170.2
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	41.0	46.6	51.6	51.3	51.2	53.7	53.5
Private Campground	5.0	6.8	9.0	9.0	8.8	9.6	9.5
Public Campground	7.6	7.1	6.6	6.6	6.4	7.0	7.9
Private Home	29.7	39.7	43.5	43.1	43.0	46.5	52.0
Vacation Home	8.9	10.8	11.3	12.0	12.1	12.6	13.9
Day Travel	19.2	23.8	26.2	24.5	24.2	26.2	28.4
Spending at Destination	111.5	134.8	148.4	146.6	145.6	155.6	165.3
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	16.6	19.2	20.7	21.3	21.5	21.6	21.3
Food & Beverage Services	24.3	28.8	30.0	30.3	31.7	32.4	33.0
Food Stores	5.8	7.2	7.5	7.7	7.9	8.2	8.4
Ground Tran. & Motor Fuel	29.9	36.6	45.2	42.0	38.7	47.9	57.6
Arts, Entertainment & Recreation	14.2	17.4	18.3	18.4	18.9	19.1	19.1
Retail Sales	20.6	25.6	26.8	26.9	26.8	26.4	26.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	111.5	134.8	148.4	146.6	145.6	155.6	165.3
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	16.3	19.7	21.1	21.2	22.5	23.6	23.6
Arts, Entertainment & Recreation	7.1	8.7	9.1	9.2	9.5	9.6	9.5
Retail**	5.2	6.2	6.5	6.8	6.9	7.2	7.3
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	2.1	2.4	2.7	2.7	3.1	3.1	3.0
Total Direct Earnings	30.7	36.9	39.4	39.9	41.9	43.4	43.5
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	1,180	1,210	1,240	1,190	1,210	1,220	1,200
Arts, Entertainment & Recreation	760	790	780	750	720	720	800
Retail**	300	300	300	300	300	310	310
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	80	70	70	70	80	70	70
Total Direct Employment	2,320	2,380	2,400	2,310	2,310	2,320	2,380
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	1.8	2.2	2.4	2.4	2.4	2.4	2.3
State Tax Receipts	5.6	7.0	7.4	7.2	7.3	7.6	7.9
Total Direct Tax Receipts	7.4	9.2	9.9	9.6	9.8	10.0	10.2

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Modoc County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	13.3	15.8	17.2	17.7	17.8	18.7	19.8
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	13.3	15.8	17.2	17.7	17.8	18.7	19.8
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	4.1	4.9	5.5	6.4	6.6	7.0	7.4
Private Campground	2.3	2.7	2.9	2.9	2.9	3.1	3.2
Public Campground	0.6	0.7	0.8	0.8	0.7	0.8	0.9
Private Home	3.7	4.3	4.6	4.3	4.3	4.5	4.7
Vacation Home	1.1	1.4	1.4	1.4	1.4	1.4	1.5
Day Travel	1.5	1.8	1.9	1.9	1.9	1.9	2.0
Spending at Destination	13.3	15.8	17.2	17.7	17.8	18.7	19.8
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	2.0	2.4	2.6	2.9	3.0	3.0	3.1
Food & Beverage Services	3.4	3.9	4.0	4.3	4.4	4.5	4.7
Food Stores	0.9	1.1	1.2	1.2	1.2	1.3	1.3
Ground Tran. & Motor Fuel	2.7	3.3	4.0	3.7	3.4	4.3	5.1
Arts, Entertainment & Recreation	2.0	2.4	2.5	2.6	2.7	2.7	2.7
Retail Sales	2.3	2.8	2.9	3.0	3.0	2.9	2.9
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	13.3	15.8	17.2	17.7	17.8	18.7	19.8
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	2.8	3.4	3.6	3.9	4.1	4.3	4.5
Arts, Entertainment & Recreation	0.5	0.6	0.6	0.7	0.7	0.7	0.7
Retail**	0.8	0.9	1.0	1.0	1.0	1.1	1.1
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Earnings	4.1	4.9	5.2	5.6	5.9	6.1	6.2
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	190	180	190	200	200	210	210
Arts, Entertainment & Recreation	50	40	50	50	50	40	40
Retail**	50	50	50	50	50	50	50
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Total Direct Employment	290	270	290	300	300	300	300
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.2	0.2	0.2	0.3	0.3	0.3	0.3
State Tax Receipts	0.6	0.7	0.8	0.8	0.8	0.8	0.9
Total Direct Tax Receipts	0.8	1.0	1.0	1.1	1.1	1.1	1.1

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Mono County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	197.2	271.1	292.1	317.3	327.6	354.3	395.4
Other Travel*	0.3	0.4	0.5	0.5	0.6	0.6	0.6
Total Direct Spending	197.6	271.5	292.6	317.8	328.2	354.9	396.0
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	132.9	190.6	208.9	231.4	239.9	264.3	298.9
Private Campground	9.5	11.3	11.0	11.3	11.3	11.4	12.8
Public Campground	6.0	7.1	7.4	7.6	7.6	7.7	7.9
Private Home	3.3	4.7	5.0	4.9	5.0	5.2	5.4
Vacation Home	26.0	30.9	31.8	33.3	34.0	34.0	35.7
Day Travel	19.5	26.4	28.0	28.9	29.6	31.6	34.8
Spending at Destination	197.2	271.1	292.1	317.3	327.6	354.3	395.4
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	58.7	82.2	90.8	98.4	101.9	111.1	126.0
Food & Beverage Services	57.2	77.3	81.9	89.8	94.5	103.1	116.2
Food Stores	7.5	10.1	10.4	11.1	11.4	12.2	13.5
Ground Tran. & Motor Fuel	3.3	4.0	5.0	4.6	4.2	5.3	6.3
Arts, Entertainment & Recreation	35.9	49.9	53.3	58.3	60.2	65.0	71.6
Retail Sales	34.5	47.6	50.6	55.0	55.3	57.6	61.9
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	197.2	271.1	292.1	317.3	327.6	354.3	395.4
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	36.2	51.2	56.3	60.6	64.7	71.7	81.1
Arts, Entertainment & Recreation	14.4	20.1	21.4	23.4	24.2	26.1	28.8
Retail**	6.1	7.8	8.2	9.7	9.8	10.4	11.2
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.2	0.3	0.2	0.3	0.3	0.3
Total Direct Earnings	56.9	79.3	86.2	93.9	99.0	108.5	121.4
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	2,180	2,630	2,890	2,970	3,110	3,250	3,080
Arts, Entertainment & Recreation	1,190	1,430	1,500	1,570	1,690	1,810	1,970
Retail**	330	350	360	410	380	400	420
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	3,710	4,430	4,760	4,950	5,190	5,470	5,480
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	4.7	7.0	7.7	8.4	8.8	11.6	12.9
State Tax Receipts	5.0	6.9	7.4	7.8	8.3	9.0	10.1
Total Direct Tax Receipts	9.7	13.9	15.1	16.2	17.1	20.5	23.0

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Monterey County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	1,162	1,786	1,856	1,827	1,819	1,833	1,884
Other Travel*	24	28	31	30	15	11	12
Total Direct Spending	1,186	1,814	1,887	1,857	1,835	1,844	1,896
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	743	1,206	1,257	1,248	1,239	1,247	1,284
Private Campground	10	11	12	12	12	13	13
Public Campground	14	14	15	15	15	16	17
Private Home	84	106	111	109	111	113	116
Vacation Home	36	43	44	48	48	49	50
Day Travel	275	407	418	394	394	396	405
Spending at Destination	1,162	1,786	1,856	1,827	1,819	1,833	1,884
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	260	423	460	444	436	437	447
Food & Beverage Services	327	494	499	498	510	518	539
Food Stores	33	49	50	50	51	52	54
Ground Tran. & Motor Fuel	46	57	70	65	60	74	88
Arts, Entertainment & Recreation	188	294	299	298	300	301	306
Retail Sales	300	462	470	465	456	445	443
Air Transportation (visitor only)	8	7	8	7	7	7	7
Spending at Destination	1,162	1,786	1,856	1,827	1,819	1,833	1,884
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	225	361	382	370	380	392	405
Arts, Entertainment & Recreation	197	309	314	312	314	315	321
Retail**	45	63	65	70	69	69	69
Auto Rental & Ground Tran.	1	1	1	1	1	1	1
Air Transportation (visitor only)	6	6	7	7	6	6	6
Other Travel*	14	17	18	19	11	8	9
Total Direct Earnings	488	756	787	779	782	792	812
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accommodations & Food Service	11.6	15.6	15.6	14.5	14.2	14.6	14.8
Arts, Entertainment & Recreation	5.0	6.6	6.3	6.0	5.3	4.9	5.0
Retail**	2.2	2.6	2.5	2.5	2.4	2.4	2.3
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.3	0.3	0.3	0.3	0.2	0.2	0.2
Other Travel*	0.4	0.4	0.4	0.4	0.3	0.3	0.3
Total Direct Employment	19.5	25.6	25.1	23.7	22.5	22.3	22.6
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	30	48	52	50	49	51	50
State Tax Receipts	46	70	72	69	71	71	74
Total Direct Tax Receipts	76	118	124	119	120	122	124

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Napa County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	356.5	587.4	628.5	642.1	659.0	662.6	732.6
Other Travel*	4.5	4.7	5.2	4.9	4.4	3.8	3.5
Total Direct Spending	361.1	592.0	633.7	647.0	663.4	666.5	736.1
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	201.9	358.6	387.3	404.0	416.4	418.2	468.2
Private Campground	15.6	18.9	19.1	19.6	19.6	20.0	22.5
Public Campground	1.4	1.6	1.6	1.7	1.7	1.7	1.8
Private Home	14.7	18.7	19.5	19.6	20.1	20.8	21.4
Vacation Home	13.2	15.4	16.0	17.2	17.5	18.0	18.6
Day Travel	109.8	174.2	185.0	180.0	183.6	183.9	200.2
Spending at Destination	356.5	587.4	628.5	642.1	659.0	662.6	732.6
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	73.4	128.6	139.8	140.6	146.1	147.2	167.9
Food & Beverage Services	90.4	145.7	153.6	159.5	167.3	169.2	188.3
Food Stores	11.7	18.3	19.1	19.7	20.4	20.8	23.2
Ground Tran. & Motor Fuel	15.5	19.9	24.1	22.5	21.0	25.5	30.3
Arts, Entertainment & Recreation	77.5	129.2	137.3	141.2	145.2	145.4	158.4
Retail Sales	88.1	145.7	154.7	158.7	158.9	154.4	164.5
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	356.5	587.4	628.5	642.1	659.0	662.6	732.6
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	60.7	103.8	112.7	113.6	121.3	125.6	141.3
Arts, Entertainment & Recreation	32.2	53.7	57.0	58.7	60.4	60.4	65.8
Retail**	13.5	20.2	21.4	24.0	24.2	23.9	25.6
Auto Rental & Ground Tran.	0.5	0.9	0.9	0.9	0.9	1.0	1.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	3.1	3.3	3.7	3.8	3.5	3.0	2.8
Total Direct Earnings	109.9	181.8	195.7	200.9	210.2	213.9	236.6
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	3,300	4,440	4,400	4,250	4,450	4,510	4,850
Arts, Entertainment & Recreation	1,890	2,500	2,390	2,340	3,420	3,510	3,950
Retail**	740	860	800	860	870	860	890
Auto Rental & Ground Tran.	20	40	40	30	30	30	30
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	80	80	80	80	60	50	40
Total Direct Employment	6,030	7,900	7,710	7,560	8,830	8,960	9,770
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	8.4	17.6	19.0	19.2	19.9	19.4	21.2
State Tax Receipts	13.4	21.8	23.2	23.1	24.3	24.4	27.0
Total Direct Tax Receipts	21.9	39.4	42.2	42.3	44.2	43.8	48.3

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Nevada County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	155.7	200.6	216.0	220.9	224.9	230.5	239.1
Other Travel*	0.6	0.8	0.9	0.9	0.6	0.3	0.0
Total Direct Spending	156.3	201.4	217.0	221.8	225.5	230.7	239.1
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	33.4	54.9	61.2	63.9	66.4	67.1	69.0
Private Campground	35.0	36.7	39.9	40.6	40.4	41.8	42.9
Public Campground	6.0	7.0	7.4	7.5	7.5	7.8	8.3
Private Home	27.5	36.4	38.4	38.2	38.9	40.4	42.4
Vacation Home	27.5	32.7	33.8	36.7	37.2	38.0	40.0
Day Travel	26.3	32.9	35.2	34.0	34.5	35.4	36.4
Spending at Destination	155.7	200.6	216.0	220.9	224.9	230.5	239.1
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	28.0	37.6	40.4	42.8	43.7	43.5	45.1
Food & Beverage Services	43.0	54.7	57.9	59.4	62.4	63.7	65.6
Food Stores	12.7	15.5	16.3	16.8	17.3	17.8	18.3
Ground Tran. & Motor Fuel	14.2	17.4	21.4	19.9	18.4	22.7	27.3
Arts, Entertainment & Recreation	26.5	35.0	37.2	38.2	39.3	39.8	40.2
Retail Sales	31.3	40.3	42.8	43.7	43.8	43.0	42.5
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	155.7	200.6	216.0	220.9	224.9	230.5	239.1
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	30.6	41.1	44.4	45.7	48.9	51.0	52.6
Arts, Entertainment & Recreation	8.7	11.5	12.2	12.6	12.9	13.1	13.2
Retail**	6.9	8.4	8.9	9.7	9.9	10.1	10.1
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.3	0.4	0.5	0.5	0.3	0.1	0.0
Total Direct Earnings	46.6	61.4	66.0	68.4	72.0	74.3	75.9
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	1,840	2,010	2,140	2,100	2,110	2,130	2,060
Arts, Entertainment & Recreation	680	740	770	750	700	780	780
Retail**	350	340	350	360	380	390	360
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	30	30	30	20	20	10	0
Total Direct Employment	2,900	3,130	3,290	3,240	3,210	3,310	3,200
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	2.0	3.1	3.4	3.5	3.6	3.7	3.6
State Tax Receipts	6.3	8.2	8.7	8.5	9.0	9.2	9.5
Total Direct Tax Receipts	8.3	11.2	12.0	12.0	12.6	12.9	13.1

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Orange County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	4,217	5,743	6,232	6,146	6,194	6,681	7,153
Other Travel*	132	150	167	158	144	156	155
Total Direct Spending	4,349	5,893	6,399	6,304	6,338	6,837	7,309
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	2,189	3,068	3,372	3,414	3,429	3,772	4,093
Private Campground	82	88	92	93	92	95	104
Public Campground	10	12	14	14	14	14	15
Private Home	564	742	786	774	782	799	824
Vacation Home	88	104	108	116	117	120	125
Day Travel	1,283	1,729	1,860	1,735	1,760	1,881	1,993
Spending at Destination	4,217	5,743	6,232	6,146	6,194	6,681	7,153
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	680	951	1,050	1,081	1,062	1,151	1,256
Food & Beverage Services	1,035	1,375	1,456	1,437	1,502	1,620	1,735
Food Stores	114	156	164	163	168	180	192
Ground Tran. & Motor Fuel	513	706	832	781	747	873	1,005
Arts, Entertainment & Recreation	995	1,368	1,462	1,439	1,475	1,578	1,655
Retail Sales	835	1,145	1,222	1,201	1,198	1,239	1,269
Air Transportation (visitor only)	46	42	47	45	42	40	42
Spending at Destination	4,217	5,743	6,232	6,146	6,194	6,681	7,153
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	653	908	993	982	1,026	1,137	1,227
Arts, Entertainment & Recreation	456	627	670	659	676	723	758
Retail**	137	172	183	195	197	207	215
Auto Rental & Ground Tran.	20	38	40	39	41	42	44
Air Transportation (visitor only)	35	35	40	43	41	37	37
Other Travel*	80	92	103	102	95	98	97
Total Direct Earnings	1,381	1,873	2,029	2,021	2,075	2,245	2,378
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accommodations & Food Service	34.7	40.9	43.4	40.9	41.3	44.5	46.3
Arts, Entertainment & Recreation	21.8	25.6	26.2	24.6	24.6	24.1	25.0
Retail**	6.2	6.5	6.6	6.6	6.6	6.9	7.1
Auto Rental & Ground Tran.	0.9	1.4	1.5	1.3	1.3	1.3	1.3
Air Transportation (visitor only)	1.0	0.9	1.0	0.9	0.8	0.7	0.7
Other Travel*	2.9	2.8	2.8	2.6	2.4	2.5	2.4
Total Direct Employment	67.4	78.2	81.4	76.9	77.0	80.0	82.9
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	96.1	141.6	155.5	158.7	157.2	171.0	178.9
State Tax Receipts	171.7	235.0	251.1	239.5	249.3	265.5	283.1
Total Direct Tax Receipts	267.9	376.6	406.6	398.2	406.5	436.4	462.0

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Placer County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	344.2	536.5	557.6	564.2	581.9	602.3	643.8
Other Travel*	3.7	4.8	5.4	5.1	4.6	3.9	0.0
Total Direct Spending	347.9	541.3	563.0	569.4	586.5	606.2	643.8
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	157.2	284.8	291.2	294.9	303.1	306.8	328.5
Private Campground	15.5	18.6	18.8	19.0	18.8	19.6	20.9
Public Campground	14.2	14.8	16.7	16.9	16.6	17.5	18.5
Private Home	52.7	78.8	85.4	88.6	93.1	99.9	106.5
Vacation Home	52.8	62.1	64.5	66.5	69.8	74.5	80.2
Day Travel	51.9	77.5	81.1	78.4	80.6	84.0	89.3
Spending at Destination	344.2	536.5	557.6	564.2	581.9	602.3	643.8
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	69.1	115.4	119.2	120.3	124.8	126.1	135.4
Food & Beverage Services	87.5	137.7	139.1	142.5	151.5	155.9	166.4
Food Stores	15.9	23.1	23.6	24.5	25.7	26.8	28.6
Ground Tran. & Motor Fuel	37.8	46.8	57.5	53.4	49.5	60.9	72.9
Arts, Entertainment & Recreation	70.6	111.6	113.8	116.7	122.0	125.0	130.7
Retail Sales	63.3	102.1	104.5	106.7	108.4	107.5	109.8
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	344.2	536.5	557.6	564.2	581.9	602.3	643.8
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	57.5	96.3	99.7	100.1	107.9	113.2	121.1
Arts, Entertainment & Recreation	29.6	46.8	47.7	48.9	51.1	52.4	54.8
Retail**	11.8	16.9	17.4	19.0	19.6	20.0	20.8
Auto Rental & Ground Tran.	0.3	0.6	0.6	0.6	0.6	0.6	0.7
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	1.9	2.5	2.8	2.6	2.4	2.0	0.0
Total Direct Earnings	101.0	163.0	168.2	171.3	181.6	188.3	197.3
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	3,680	4,720	4,850	4,660	4,890	4,990	5,230
Arts, Entertainment & Recreation	2,320	2,840	2,830	2,770	3,130	3,150	3,140
Retail**	590	640	640	660	670	680	660
Auto Rental & Ground Tran.	10	20	20	20	20	20	20
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	100	100	100	90	80	70	0
Total Direct Employment	6,710	8,310	8,440	8,200	8,800	8,910	9,050
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	5.6	11.2	11.7	11.7	12.2	11.7	12.0
State Tax Receipts	13.7	21.0	21.7	21.3	22.5	23.2	24.7
Total Direct Tax Receipts	19.3	32.3	33.3	33.0	34.7	34.9	36.6

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Plumas County **Travel Impacts, 1992-2004**

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	68.0	84.0	89.1	94.6	96.6	97.4	98.1
Other Travel*	0.4	0.5	0.6	0.5	0.7	0.7	0.7
Total Direct Spending	68.4	84.5	89.7	95.2	97.3	98.1	98.8
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	16.7	19.9	22.5	26.8	28.0	27.7	27.4
Private Campground	14.4	19.6	20.4	20.9	21.0	21.3	20.9
Public Campground	6.2	7.2	7.6	7.8	7.8	8.0	8.3
Private Home	6.4	7.9	8.2	8.1	8.2	8.4	8.7
Vacation Home	15.2	18.0	18.6	19.3	19.5	19.8	20.7
Day Travel	9.1	11.3	11.9	11.8	12.0	12.1	12.0
Spending at Destination	68.0	84.0	89.1	94.6	96.6	97.4	98.1
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	15.2	18.7	20.0	22.0	22.3	22.1	22.5
Food & Beverage Services	19.1	23.0	24.2	25.8	27.0	27.4	27.6
Food Stores	6.3	8.3	8.6	8.9	9.1	9.4	9.5
Ground Tran. & Motor Fuel	2.2	2.7	3.3	3.1	2.9	3.5	4.3
Arts, Entertainment & Recreation	11.5	14.3	15.1	16.1	16.5	16.6	16.5
Retail Sales	13.7	17.0	17.9	18.8	18.8	18.3	17.8
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	68.0	84.0	89.1	94.6	96.6	97.4	98.1
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	15.3	19.1	20.5	22.1	23.5	24.5	24.7
Arts, Entertainment & Recreation	3.5	4.3	4.6	4.8	5.0	5.0	5.0
Retail**	2.9	3.5	3.7	4.2	4.2	4.3	4.2
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.3	0.3	0.3	0.4	0.4	0.4
Total Direct Earnings	21.9	27.2	29.1	31.3	33.1	34.1	34.2
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	1,080	1,050	1,230	1,250	1,220	1,210	1,200
Arts, Entertainment & Recreation	210	200	230	230	240	240	240
Retail**	180	170	190	200	210	220	220
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	1,490	1,440	1,660	1,700	1,680	1,670	1,680
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	1.0	1.3	1.4	1.6	1.6	1.4	1.3
State Tax Receipts	2.5	3.1	3.2	3.3	3.5	3.5	3.6
Total Direct Tax Receipts	3.5	4.3	4.6	4.9	5.1	4.9	4.9

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Riverside County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	3,037	4,271	4,506	4,599	4,708	4,883	5,154
Other Travel*	19	21	23	22	20	21	19
Total Direct Spending	3,056	4,292	4,530	4,620	4,728	4,904	5,172
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	913	1,398	1,463	1,560	1,604	1,664	1,744
Private Campground	349	498	542	553	551	566	594
Public Campground	19	20	21	21	21	22	23
Private Home	346	489	521	533	551	574	613
Vacation Home	528	624	646	669	690	717	774
Day Travel	883	1,241	1,313	1,263	1,292	1,340	1,406
Spending at Destination	3,037	4,271	4,506	4,599	4,708	4,883	5,154
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	525	753	792	846	854	866	923
Food & Beverage Services	837	1,162	1,203	1,230	1,302	1,359	1,439
Food Stores	144	210	220	227	235	244	259
Ground Tran. & Motor Fuel	226	287	349	325	303	369	439
Arts, Entertainment & Recreation	539	774	807	825	858	887	920
Retail Sales	742	1,064	1,112	1,124	1,136	1,138	1,154
Air Transportation (visitor only)	23	21	23	22	21	19	20
Spending at Destination	3,037	4,271	4,506	4,599	4,708	4,883	5,154
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	440	642	679	700	749	797	844
Arts, Entertainment & Recreation	231	331	345	353	367	379	393
Retail**	119	158	166	182	185	190	195
Auto Rental & Ground Tran.	3	6	6	6	6	7	7
Air Transportation (visitor only)	17	17	19	21	20	17	18
Other Travel*	12	14	15	15	14	14	13
Total Direct Earnings	822	1,168	1,231	1,276	1,341	1,404	1,470
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accommodations & Food Service	31.0	37.7	36.9	36.1	37.2	38.0	36.6
Arts, Entertainment & Recreation	15.2	18.4	17.4	17.0	17.2	17.1	17.4
Retail**	6.7	7.4	6.9	7.2	7.1	7.1	7.1
Auto Rental & Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Air Transportation (visitor only)	0.6	0.6	0.6	0.6	0.5	0.4	0.4
Other Travel*	0.6	0.5	0.5	0.5	0.5	0.5	0.4
Total Direct Employment	54.3	64.9	62.6	61.5	62.6	63.3	62.2
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	53	79	84	88	90	95	95
State Tax Receipts	125	177	185	182	192	199	211
Total Direct Tax Receipts	178	256	269	270	282	294	306

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Sacramento County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	1,216	1,702	1,881	1,872	1,904	1,969	2,083
Other Travel*	51	56	63	60	55	46	44
Total Direct Spending	1,267	1,759	1,944	1,932	1,958	2,014	2,127
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	444	666	769	793	808	827	876
Private Campground	23	27	27	28	27	29	31
Public Campground	0	0	0	0	0	0	0
Private Home	334	441	465	465	474	494	521
Vacation Home	13	15	16	17	18	18	19
Day Travel	402	553	604	569	578	600	635
Spending at Destination	1,216	1,702	1,881	1,872	1,904	1,969	2,083
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	134	201	226	237	241	243	253
Food & Beverage Services	313	429	466	468	492	505	535
Food Stores	40	57	61	62	64	66	71
Ground Tran. & Motor Fuel	205	291	339	319	308	355	404
Arts, Entertainment & Recreation	235	331	361	363	374	381	394
Retail Sales	269	377	409	407	409	404	410
Air Transportation (visitor only)	19	17	19	17	16	15	16
Spending at Destination	1,216	1,702	1,881	1,872	1,904	1,969	2,083
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	168	243	271	273	292	307	324
Arts, Entertainment & Recreation	105	148	162	163	168	171	177
Retail**	45	58	63	68	69	70	72
Auto Rental & Ground Tran.	10	20	21	20	21	21	22
Air Transportation (visitor only)	14	14	16	17	16	14	14
Other Travel*	33	37	41	42	40	33	32
Total Direct Earnings	376	520	574	582	605	616	641
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accommodations & Food Service	11.5	13.1	14.3	13.7	14.1	14.7	14.8
Arts, Entertainment & Recreation	6.0	6.8	7.1	6.8	6.5	6.4	6.3
Retail**	2.5	2.5	2.6	2.6	2.5	2.6	2.6
Auto Rental & Ground Tran.	0.5	0.7	0.7	0.7	0.7	0.7	0.7
Air Transportation (visitor only)	0.5	0.4	0.4	0.4	0.4	0.3	0.3
Other Travel*	1.2	1.1	1.2	1.1	0.9	0.8	0.8
Total Direct Employment	22.1	24.7	26.3	25.3	25.2	25.5	25.4
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	24	37	41	42	42	43	44
State Tax Receipts	56	78	84	81	85	87	92
Total Direct Tax Receipts	80	114	125	123	127	130	136

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

San Benito County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	49.1	69.3	74.5	73.2	73.0	74.6	74.7
Other Travel*	0.5	0.6	0.7	0.7	0.8	0.9	0.9
Total Direct Spending	49.6	70.0	75.2	73.9	73.8	75.5	75.6
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	5.6	10.6	11.6	10.9	9.9	9.8	9.8
Private Campground	15.2	17.8	19.0	19.6	19.6	20.0	19.4
Public Campground	0.3	0.5	0.6	0.7	0.7	0.7	0.7
Private Home	12.9	19.8	21.3	21.3	21.8	22.6	23.3
Vacation Home	1.4	1.7	1.8	1.8	1.9	1.9	2.0
Day Travel	13.5	18.9	20.2	19.0	19.2	19.6	19.5
Spending at Destination	49.1	69.3	74.5	73.2	73.0	74.6	74.7
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	5.6	8.1	8.9	8.8	8.2	7.9	7.8
Food & Beverage Services	15.0	21.0	22.2	21.8	22.5	23.1	23.2
Food Stores	5.0	6.9	7.3	7.5	7.7	7.9	7.9
Ground Tran. & Motor Fuel	2.9	3.5	4.4	4.1	3.8	4.6	5.6
Arts, Entertainment & Recreation	9.1	13.3	14.1	13.8	13.9	14.2	14.0
Retail Sales	11.5	16.5	17.6	17.2	17.0	16.8	16.2
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	49.1	69.3	74.5	73.2	73.0	74.6	74.7
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	9.9	14.5	15.7	15.4	16.0	16.8	16.8
Arts, Entertainment & Recreation	2.4	3.5	3.7	3.6	3.7	3.7	3.7
Retail**	2.1	2.9	3.1	3.3	3.3	3.4	3.3
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.3	0.3	0.4	0.4	0.4	0.5	0.5
Total Direct Earnings	14.7	21.2	22.8	22.6	23.3	24.4	24.3
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	530	620	640	600	680	630	600
Arts, Entertainment & Recreation	210	250	250	230	200	220	210
Retail**	110	120	110	120	100	100	100
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	870	1,000	1,020	960	1,000	970	910
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.6	0.8	0.9	0.8	0.8	0.8	0.7
State Tax Receipts	2.1	2.9	3.1	2.9	3.1	3.1	3.2
Total Direct Tax Receipts	2.7	3.7	3.9	3.8	3.8	3.9	3.9

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

San Bernardino County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	1,907	2,526	2,712	2,713	2,742	2,899	3,110
Other Travel*	18	23	25	24	31	33	32
Total Direct Spending	1,925	2,548	2,737	2,737	2,773	2,932	3,142
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	389	567	623	662	677	742	817
Private Campground	93	145	161	163	160	168	187
Public Campground	17	19	20	21	20	21	23
Private Home	290	389	415	413	418	435	456
Vacation Home	546	648	675	685	692	713	753
Day Travel	572	758	817	769	775	820	875
Spending at Destination	1,907	2,526	2,712	2,713	2,742	2,899	3,110
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	290	386	411	433	435	447	486
Food & Beverage Services	493	641	668	674	708	743	791
Food Stores	70	98	102	104	108	112	120
Ground Tran. & Motor Fuel	288	373	450	420	395	475	560
Arts, Entertainment & Recreation	325	436	458	462	476	495	516
Retail Sales	440	592	622	620	621	626	637
Air Transportation (visitor only)	0	0	0	0	0	0	0
Spending at Destination	1,907	2,526	2,712	2,713	2,742	2,899	3,110
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	251	341	365	371	397	429	460
Arts, Entertainment & Recreation	147	197	207	209	215	224	233
Retail**	75	94	99	106	107	111	115
Auto Rental & Ground Tran.	6	11	11	11	11	12	12
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	9	12	13	13	16	17	16
Total Direct Earnings	488	655	695	709	747	793	836
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accommodations & Food Service	18.7	21.0	21.7	21.0	21.4	22.7	23.5
Arts, Entertainment & Recreation	13.4	15.0	14.9	14.3	13.2	13.1	13.6
Retail**	4.3	4.4	4.4	4.4	4.4	4.4	4.4
Auto Rental & Ground Tran.	0.3	0.4	0.4	0.4	0.4	0.4	0.4
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.4	0.4	0.4	0.4	0.5	0.4	0.4
Total Direct Employment	37.1	41.2	41.8	40.5	39.8	40.9	42.2
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	28	39	43	44	44	47	48
State Tax Receipts	86	115	121	117	122	128	136
Total Direct Tax Receipts	114	154	164	161	166	175	184

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

San Diego County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	5,041	8,023	8,652	8,363	8,414	8,842	9,367
Other Travel*	179	197	220	209	180	172	174
Total Direct Spending	5,220	8,221	8,873	8,571	8,594	9,014	9,540
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	2,427	4,184	4,537	4,441	4,453	4,734	5,060
Private Campground	115	288	317	325	324	334	353
Public Campground	64	52	69	71	70	73	76
Private Home	634	785	824	814	828	849	881
Vacation Home	171	202	208	220	224	228	239
Day Travel	1,629	2,513	2,697	2,491	2,514	2,624	2,757
Spending at Destination	5,041	8,023	8,652	8,363	8,414	8,842	9,367
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	794	1,389	1,519	1,489	1,482	1,569	1,675
Food & Beverage Services	1,327	2,090	2,212	2,144	2,222	2,339	2,492
Food Stores	147	244	260	259	265	278	296
Ground Tran. & Motor Fuel	479	658	776	728	696	815	940
Arts, Entertainment & Recreation	1,084	1,767	1,884	1,816	1,845	1,925	2,008
Retail Sales	1,101	1,778	1,895	1,826	1,808	1,826	1,862
Air Transportation (visitor only)	109	96	107	100	96	90	94
Spending at Destination	5,041	8,023	8,652	8,363	8,414	8,842	9,367
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	836	1,407	1,531	1,471	1,539	1,670	1,781
Arts, Entertainment & Recreation	499	814	868	837	850	887	925
Retail**	173	253	270	284	284	292	301
Auto Rental & Ground Tran.	19	36	38	37	38	39	41
Air Transportation (visitor only)	37	36	40	43	41	36	37
Other Travel*	76	89	100	100	85	79	78
Total Direct Earnings	1,639	2,635	2,847	2,770	2,838	3,004	3,164
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accommodations & Food Service	48.0	64.5	67.8	62.2	63.1	66.6	67.0
Arts, Entertainment & Recreation	24.0	31.6	32.1	29.5	29.4	31.3	31.1
Retail**	9.2	10.7	10.7	10.7	10.5	10.7	10.7
Auto Rental & Ground Tran.	0.9	1.3	1.4	1.3	1.2	1.2	1.2
Air Transportation (visitor only)	1.1	1.1	1.1	1.1	0.9	0.8	0.8
Other Travel*	3.0	2.9	2.9	2.8	2.2	2.0	1.8
Total Direct Employment	86.2	112.1	115.9	107.4	107.4	112.8	112.8
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	103	190	207	201	201	209	213
State Tax Receipts	204	321	342	322	334	349	371
Total Direct Tax Receipts	307	511	550	523	535	558	584

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

San Francisco County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	4,343	6,644	6,974	6,021	5,853	6,118	6,685
Other Travel*	2,177	2,022	2,254	2,157	2,045	1,947	1,993
Total Direct Spending	6,520	8,666	9,228	8,178	7,898	8,065	8,677
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	2,955	4,870	5,112	4,382	4,227	4,465	4,910
Private Campground	0	0	0	0	0	0	0
Public Campground	0	0	0	0	0	0	0
Private Home	794	780	847	785	765	728	773
Vacation Home	23	27	28	32	32	32	33
Day Travel	572	966	987	822	829	893	969
Spending at Destination	4,343	6,644	6,974	6,021	5,853	6,118	6,685
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	757	1,465	1,596	1,295	1,132	1,172	1,287
Food & Beverage Services	778	1,393	1,396	1,205	1,250	1,377	1,530
Food Stores	68	122	122	108	110	121	134
Ground Tran. & Motor Fuel	184	268	309	292	283	324	366
Arts, Entertainment & Recreation	538	989	999	863	878	957	1,040
Retail Sales	634	1,157	1,169	1,007	997	1,053	1,118
Air Transportation (visitor only)***	1,384	1,250	1,382	1,251	1,203	1,114	1,209
Spending at Destination	4,343	6,644	6,974	6,021	5,853	6,118	6,685
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	581	1,097	1,164	956	936	1,026	1,136
Arts, Entertainment & Recreation	260	479	484	418	425	463	504
Retail**	95	155	158	150	150	160	171
Auto Rental & Ground Tran.	12	24	25	24	25	26	27
Air Transportation (visitor only)***	22	22	25	25	25	21	22
Other Travel*	100	119	134	132	110	83	79
Total Direct Earnings	1,070	1,896	1,988	1,706	1,670	1,779	1,939
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accommodations & Food Service	23.1	36.8	36.2	28.7	28.4	31.2	32.8
Arts, Entertainment & Recreation	10.5	16.6	15.5	12.7	11.5	12.5	13.0
Retail**	3.6	4.9	4.5	4.1	4.0	4.3	4.5
Auto Rental & Ground Tran.	0.6	0.9	0.9	0.8	0.8	0.8	0.8
Air Transportation (visitor only)***	0.7	0.7	0.7	0.7	0.6	0.5	0.5
Other Travel*	3.4	3.3	3.3	3.1	2.5	2.0	1.8
Total Direct Employment	41.9	63.2	61.1	50.1	47.8	51.2	53.4
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	105	235	252	208	189	202	217
State Tax Receipts	117	203	208	177	182	195	215
Total Direct Tax Receipts	223	438	460	384	370	397	432

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

***Visitor spending on air travel to SFO airport is allocated to San Francisco. All employment and earnings impacts are allocated to San Mateo 'Other Travel.'

San Joaquin County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	312.6	394.2	455.5	454.1	453.4	482.8	519.5
Other Travel*	4.7	6.1	6.8	6.5	6.0	5.2	5.4
Total Direct Spending	317.4	400.3	462.3	460.7	459.4	488.1	524.9
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	88.4	101.6	125.3	131.5	131.7	138.1	147.2
Private Campground	30.6	44.2	56.4	56.5	55.2	59.2	62.5
Public Campground	2.4	2.4	2.7	2.7	2.6	2.9	3.1
Private Home	77.6	101.8	108.4	109.1	110.0	118.2	128.9
Vacation Home	6.6	7.9	8.2	8.7	8.8	9.2	10.0
Day Travel	106.9	136.4	154.4	145.5	145.0	155.2	167.7
Spending at Destination	312.6	394.2	455.5	454.1	453.4	482.8	519.5
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	32.6	39.5	48.4	51.5	51.9	52.5	54.3
Food & Beverage Services	72.6	90.5	100.8	102.6	107.5	110.6	115.9
Food Stores	15.0	20.7	23.1	23.9	24.6	25.5	26.7
Ground Tran. & Motor Fuel	81.3	100.2	123.4	114.7	106.1	130.7	156.8
Arts, Entertainment & Recreation	43.2	55.3	61.9	62.9	64.6	65.8	67.6
Retail Sales	68.0	88.1	97.9	98.6	98.7	97.7	98.2
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	312.6	394.2	455.5	454.1	453.4	482.8	519.5
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	45.0	57.1	66.6	68.1	72.6	76.8	80.2
Arts, Entertainment & Recreation	18.8	24.0	26.9	27.3	28.1	28.6	29.4
Retail**	14.4	17.6	19.4	20.6	21.0	21.7	22.3
Auto Rental & Ground Tran.	0.4	0.9	0.9	0.9	0.9	1.0	1.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	2.5	3.2	3.5	3.4	3.1	2.7	2.8
Total Direct Earnings	81.0	102.8	117.3	120.3	125.7	130.7	135.6
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	3,090	3,190	3,610	3,520	3,530	3,470	3,630
Arts, Entertainment & Recreation	1,710	1,790	1,910	1,850	1,750	1,470	1,470
Retail**	840	820	860	860	850	910	890
Auto Rental & Ground Tran.	20	30	30	30	30	30	30
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	140	140	140	130	110	100	100
Total Direct Employment	5,790	5,980	6,550	6,380	6,270	5,970	6,130
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	5.2	6.3	7.5	7.7	7.7	8.0	7.9
State Tax Receipts	16.4	21.0	23.2	22.4	23.0	24.0	25.3
Total Direct Tax Receipts	21.6	27.4	30.7	30.0	30.7	32.0	33.2

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

San Luis Obispo County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	626.6	829.5	904.3	891.4	897.6	926.4	965.3
Other Travel*	3.8	5.0	5.6	5.3	4.7	4.1	4.7
Total Direct Spending	630.4	834.5	909.9	896.7	902.3	930.5	970.0
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	318.2	425.4	475.1	474.7	478.7	495.9	518.9
Private Campground	47.6	67.5	72.6	74.5	74.4	76.5	79.0
Public Campground	17.5	20.9	20.5	21.0	21.0	21.7	22.9
Private Home	50.1	64.5	67.6	66.9	68.4	70.7	73.7
Vacation Home	24.6	29.2	30.2	32.3	32.8	33.6	35.3
Day Travel	168.6	222.1	238.3	222.0	222.3	228.0	235.5
Spending at Destination	626.6	829.5	904.3	891.4	897.6	926.4	965.3
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	122.6	165.5	184.2	192.3	198.5	203.2	210.7
Food & Beverage Services	174.2	226.0	242.0	236.2	242.7	251.2	263.3
Food Stores	27.9	38.6	40.2	40.6	41.3	42.8	44.5
Ground Tran. & Motor Fuel	40.1	49.6	60.9	56.7	52.5	64.6	77.3
Arts, Entertainment & Recreation	97.5	130.7	141.3	137.3	138.2	141.7	145.5
Retail Sales	164.2	219.2	235.6	228.4	224.4	223.0	223.8
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	626.6	829.5	904.3	891.4	897.6	926.4	965.3
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	119.7	161.2	178.1	176.3	185.7	196.4	205.1
Arts, Entertainment & Recreation	56.7	76.1	82.2	79.9	80.4	82.5	84.7
Retail**	27.7	34.4	36.8	39.1	38.9	39.4	40.0
Auto Rental & Ground Tran.	0.3	0.6	0.6	0.6	0.6	0.7	0.7
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	2.0	2.6	2.9	2.7	2.4	2.1	2.4
Total Direct Earnings	206.4	274.8	300.7	298.6	308.0	321.1	332.9
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	7,620	8,450	9,040	8,500	8,630	8,680	8,660
Arts, Entertainment & Recreation	5,950	6,610	6,830	6,320	5,910	5,950	5,800
Retail**	1,590	1,610	1,620	1,630	1,560	1,560	1,560
Auto Rental & Ground Tran.	10	20	20	20	20	20	20
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	150	140	140	130	100	90	120
Total Direct Employment	15,320	16,840	17,650	16,600	16,210	16,300	16,180
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	12.1	18.6	20.7	21.2	21.8	21.6	21.5
State Tax Receipts	26.0	34.5	37.1	35.1	36.3	37.3	39.1
Total Direct Tax Receipts	38.1	53.1	57.7	56.3	58.1	58.9	60.6

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

San Mateo County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	1,315	2,196	2,329	1,985	1,928	1,974	2,105
Other Travel*	38	50	55	53	44	50	32
Total Direct Spending	1,353	2,246	2,385	2,038	1,972	2,025	2,137
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	745	1,404	1,492	1,218	1,156	1,177	1,274
Private Campground	19	21	23	26	26	27	29
Public Campground	10	10	11	12	13	13	14
Private Home	207	258	272	272	276	284	290
Vacation Home	13	15	16	18	18	18	19
Day Travel	321	489	515	439	439	455	480
Spending at Destination	1,315	2,196	2,329	1,985	1,928	1,974	2,105
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	224	421	466	356	304	291	313
Food & Beverage Services	296	481	491	412	419	430	463
Food Stores	34	53	55	49	49	51	54
Ground Tran. & Motor Fuel	299	479	534	508	506	553	600
Arts, Entertainment & Recreation	207	345	355	299	298	303	319
Retail Sales	254	417	429	362	352	347	357
Air Transportation***	0	0	0	0	0	0	0
Spending at Destination	1,315	2,196	2,329	1,985	1,928	1,974	2,105
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	182	325	349	276	267	274	294
Arts, Entertainment & Recreation	90	151	155	131	130	132	140
Retail**	45	66	68	64	63	64	66
Auto Rental & Ground Tran.	25	49	51	49	51	52	55
Air Transportation***	0	0	0	0	0	0	0
Other Travel*	1,118	1,123	1,260	1,337	1,300	1,175	1,176
Total Direct Earnings	1,461	1,713	1,883	1,857	1,811	1,697	1,731
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accommodations & Food Service	8.9	13.1	13.0	9.9	9.8	10.2	10.5
Arts, Entertainment & Recreation	5.3	7.5	7.0	5.6	5.4	5.4	5.7
Retail**	1.7	2.0	1.9	1.7	1.7	1.8	1.8
Auto Rental & Ground Tran.	1.2	1.8	1.8	1.7	1.6	1.6	1.6
Air Transportation***	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	20.9	19.8	20.4	19.7	17.2	15.5	15.1
Total Direct Employment	37.9	44.2	44.2	38.6	35.7	34.4	34.6
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	34	61	66	53	49	50	51
State Tax Receipts	82	121	128	115	115	113	119
Total Direct Tax Receipts	116	182	194	168	164	163	170

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

***Visitor spending on air travel to SFO airport is allocated to San Francisco. All employment and earnings impacts are allocated to San Mateo 'Other Travel.'

Santa Barbara County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	760	1,087	1,158	1,157	1,168	1,209	1,272
Other Travel*	10	11	12	11	10	10	12
Total Direct Spending	770	1,097	1,169	1,168	1,179	1,219	1,284
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	416	648	687	704	714	742	786
Private Campground	18	21	23	23	23	24	26
Public Campground	14	9	16	16	16	17	18
Private Home	88	109	114	111	112	115	119
Vacation Home	22	26	27	29	29	30	31
Day Travel	201	273	290	273	274	282	294
Spending at Destination	760	1,087	1,158	1,157	1,168	1,209	1,272
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	144	222	241	253	260	268	281
Food & Beverage Services	209	293	304	303	313	324	344
Food Stores	25	33	36	36	37	38	40
Ground Tran. & Motor Fuel	61	79	96	89	84	101	119
Arts, Entertainment & Recreation	120	174	182	181	184	189	196
Retail Sales	197	281	295	291	287	286	290
Air Transportation (visitor only)	4	4	4	4	4	4	4
Spending at Destination	760	1,087	1,158	1,157	1,168	1,209	1,272
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	145	217	234	234	247	261	275
Arts, Entertainment & Recreation	55	80	84	83	84	86	90
Retail**	31	40	42	45	45	45	47
Auto Rental & Ground Tran.	1	3	3	3	3	3	3
Air Transportation (visitor only)	3	3	3	4	3	3	3
Other Travel*	7	7	8	8	8	7	8
Total Direct Earnings	241	350	373	377	390	406	425
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accommodations & Food Service	7.6	9.8	10.2	9.7	9.8	10.0	10.1
Arts, Entertainment & Recreation	3.0	3.8	3.8	3.6	3.5	3.5	3.7
Retail**	1.6	1.7	1.7	1.7	1.6	1.5	1.6
Auto Rental & Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Air Transportation (visitor only)	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Other Travel*	0.3	0.3	0.3	0.2	0.2	0.2	0.2
Total Direct Employment	12.6	15.8	16.2	15.5	15.2	15.4	15.8
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	19	29	31	32	33	35	36
State Tax Receipts	32	45	48	46	48	49	52
Total Direct Tax Receipts	51	74	79	78	80	84	88

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Santa Clara County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	1,701	3,162	3,492	3,022	2,840	2,839	3,042
Other Travel*	225	246	271	261	190	149	159
Total Direct Spending	1,926	3,408	3,764	3,284	3,030	2,988	3,202
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	898	2,005	2,251	1,889	1,713	1,673	1,812
Private Campground	46	76	83	88	88	94	97
Public Campground	2	2	2	2	2	2	2
Private Home	332	394	419	410	415	431	448
Vacation Home	13	16	16	19	19	19	20
Day Travel	409	670	720	615	603	621	663
Spending at Destination	1,701	3,162	3,492	3,022	2,840	2,839	3,042
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	290	686	818	661	539	481	499
Food & Beverage Services	397	767	808	699	697	700	757
Food Stores	54	98	103	94	94	95	102
Ground Tran. & Motor Fuel	304	417	492	461	441	516	596
Arts, Entertainment & Recreation	252	496	526	456	446	444	469
Retail Sales	337	634	671	584	559	541	557
Air Transportation (visitor only)	66	65	75	66	64	60	63
Spending at Destination	1,701	3,162	3,492	3,022	2,840	2,839	3,042
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	252	547	621	511	477	470	500
Arts, Entertainment & Recreation	105	207	220	190	186	185	196
Retail**	59	96	102	98	96	96	100
Auto Rental & Ground Tran.	12	22	23	23	23	24	25
Air Transportation (visitor only)	50	54	63	63	62	55	55
Other Travel*	141	155	171	176	139	111	115
Total Direct Earnings	619	1,082	1,200	1,062	984	942	992
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accommodations & Food Service	13.3	23.5	24.3	19.2	17.9	17.9	18.9
Arts, Entertainment & Recreation	6.0	9.8	9.4	7.8	6.3	5.2	6.5
Retail**	2.7	3.5	3.3	3.0	3.0	3.0	3.1
Auto Rental & Ground Tran.	0.6	0.9	0.8	0.8	0.8	0.8	0.8
Air Transportation (visitor only)	1.4	1.4	1.5	1.4	1.2	1.1	1.0
Other Travel*	3.7	3.4	3.4	3.3	2.7	2.4	2.4
Total Direct Employment	27.6	42.5	42.8	35.5	32.0	30.4	32.6
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	43	93	107	89	77	74	75
State Tax Receipts	79	136	145	126	125	126	135
Total Direct Tax Receipts	122	228	252	215	203	200	210

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Santa Cruz County

Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	363.4	520.0	540.8	523.0	498.7	524.9	568.6
Other Travel*	5.9	7.6	8.5	8.2	6.5	6.0	4.5
Total Direct Spending	369.3	527.6	549.3	531.1	505.2	530.9	573.1
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	137.0	238.1	245.2	232.7	209.5	226.5	253.5
Private Campground	31.7	32.5	36.3	37.2	37.1	38.3	41.0
Public Campground	8.3	11.0	11.4	11.7	11.6	12.1	12.7
Private Home	40.5	51.1	53.9	52.4	52.9	54.1	56.0
Vacation Home	55.5	66.0	68.3	72.7	72.8	72.9	76.1
Day Travel	90.5	121.3	125.6	116.4	114.8	120.9	129.3
Spending at Destination	363.4	520.0	540.8	523.0	498.7	524.9	568.6
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	81.6	124.6	134.3	129.2	112.2	111.4	119.3
Food & Beverage Services	93.1	132.1	132.0	128.5	129.3	138.5	151.7
Food Stores	18.3	24.5	25.0	25.0	25.3	26.5	28.4
Ground Tran. & Motor Fuel	30.8	37.6	46.4	43.1	39.8	49.2	59.2
Arts, Entertainment & Recreation	57.8	84.8	85.4	82.9	81.8	86.7	92.9
Retail Sales	81.8	116.3	117.7	114.2	110.3	112.6	117.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	363.4	520.0	540.8	523.0	498.7	524.9	568.6
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	61.1	93.9	98.7	93.6	89.9	96.1	104.6
Arts, Entertainment & Recreation	29.6	43.4	43.7	42.4	41.9	44.4	47.6
Retail**	13.9	18.1	18.5	19.5	19.2	20.0	21.0
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	3.1	3.9	4.4	4.2	3.4	3.1	2.3
Total Direct Earnings	107.6	159.5	165.4	159.8	154.3	163.6	175.4
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	3,850	4,760	4,710	4,280	4,040	4,280	4,570
Arts, Entertainment & Recreation	2,790	3,330	3,130	2,890	2,690	2,810	2,930
Retail**	770	800	750	750	700	720	730
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	160	150	150	140	120	110	80
Total Direct Employment	7,560	9,040	8,730	8,050	7,540	7,920	8,300
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	8.4	12.5	13.4	12.6	11.0	11.6	12.1
State Tax Receipts	14.7	20.7	21.2	20.0	20.1	21.3	23.1
Total Direct Tax Receipts	23.1	33.3	34.6	32.6	31.2	32.9	35.2

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Shasta County

Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	215.2	261.1	283.9	281.5	286.5	298.7	313.4
Other Travel*	4.7	5.0	5.6	5.3	6.0	6.3	6.3
Total Direct Spending	219.8	266.1	289.6	286.8	292.5	305.0	319.7
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	89.4	103.7	115.8	116.6	120.7	126.5	132.3
Private Campground	16.1	23.6	25.0	25.5	25.2	26.2	27.5
Public Campground	7.4	8.3	9.2	9.4	9.2	9.7	10.3
Private Home	20.8	26.2	27.7	27.7	28.0	29.1	30.6
Vacation Home	23.8	28.4	29.4	30.2	30.5	31.2	33.1
Day Travel	57.7	70.8	76.8	72.1	72.9	76.0	79.5
Spending at Destination	215.2	261.1	283.9	281.5	286.5	298.7	313.4
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	44.0	52.8	56.9	58.1	59.8	61.1	63.9
Food & Beverage Services	53.7	63.9	68.0	67.8	71.5	73.9	76.7
Food Stores	11.3	14.8	15.4	15.8	16.3	16.8	17.5
Ground Tran. & Motor Fuel	24.6	30.0	37.1	34.4	31.8	39.3	47.2
Arts, Entertainment & Recreation	32.9	40.2	43.1	42.9	44.4	45.4	46.2
Retail Sales	46.7	57.6	61.5	60.7	61.1	60.6	60.3
Air Transportation (visitor only)	1.9	1.7	1.9	1.8	1.7	1.5	1.5
Spending at Destination	215.2	261.1	283.9	281.5	286.5	298.7	313.4
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	38.4	47.0	51.1	50.8	54.5	57.7	60.0
Arts, Entertainment & Recreation	15.7	19.2	20.6	20.5	21.2	21.7	22.1
Retail**	9.0	10.7	11.3	12.1	12.3	12.6	12.8
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	1.5	1.4	1.6	1.7	1.7	1.4	1.3
Other Travel*	3.0	3.4	3.8	3.8	4.2	4.2	4.2
Total Direct Earnings	67.7	81.6	88.4	88.9	93.9	97.6	100.4
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	2,550	2,650	2,880	2,730	2,680	2,820	2,880
Arts, Entertainment & Recreation	1,070	1,110	1,180	1,110	1,150	1,110	1,130
Retail**	500	500	510	520	510	500	500
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	50	50	50	50	40	30	30
Other Travel*	110	110	110	110	110	100	100
Total Direct Employment	4,290	4,410	4,730	4,510	4,500	4,570	4,630
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	3.9	4.7	5.2	5.2	5.4	5.6	5.6
State Tax Receipts	9.0	11.2	12.0	11.5	12.0	12.4	12.9
Total Direct Tax Receipts	13.0	15.9	17.2	16.7	17.4	18.0	18.5

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Sierra County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	9.2	14.6	15.5	15.9	16.3	16.5	16.8
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	9.2	14.6	15.5	15.9	16.3	16.5	16.8
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	3.4	6.7	7.4	7.8	8.1	8.3	8.4
Private Campground	0.6	1.2	1.2	1.3	1.3	1.3	1.3
Public Campground	0.8	1.0	1.0	1.0	1.0	1.1	1.1
Private Home	1.1	1.3	1.4	1.3	1.4	1.4	1.4
Vacation Home	2.2	2.6	2.7	2.7	2.7	2.7	2.8
Day Travel	1.1	1.7	1.8	1.7	1.8	1.8	1.8
Spending at Destination	9.2	14.6	15.5	15.9	16.3	16.5	16.8
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	2.2	3.7	3.9	4.1	4.2	4.2	4.4
Food & Beverage Services	2.6	4.1	4.3	4.4	4.6	4.7	4.8
Food Stores	0.6	0.9	1.0	1.0	1.0	1.0	1.1
Ground Tran. & Motor Fuel	0.4	0.5	0.6	0.5	0.5	0.6	0.7
Arts, Entertainment & Recreation	1.6	2.6	2.8	2.8	2.9	3.0	3.0
Retail Sales	1.8	2.8	3.0	3.0	3.0	2.9	2.9
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	9.2	14.6	15.5	15.9	16.3	16.5	16.8
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	1.4	2.4	2.6	2.7	2.9	3.0	3.1
Arts, Entertainment & Recreation	0.4	0.7	0.7	0.7	0.7	0.7	0.7
Retail**	0.3	0.4	0.5	0.5	0.5	0.5	0.5
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Earnings	2.2	3.5	3.8	3.9	4.1	4.3	4.3
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	120	200	200	200	190	210	220
Arts, Entertainment & Recreation	20	40	30	30	30	30	30
Retail**	20	30	20	30	20	20	20
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Total Direct Employment	170	270	260	260	250	260	270
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.1	0.3	0.3	0.3	0.3	0.3	0.3
State Tax Receipts	0.3	0.4	0.4	0.4	0.4	0.5	0.5
Total Direct Tax Receipts	0.4	0.7	0.7	0.7	0.8	0.8	0.8

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Siskiyou County

Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	95.8	123.3	132.1	142.7	145.9	149.5	150.2
Other Travel*	0.6	0.8	0.9	0.9	1.1	1.2	1.1
Total Direct Spending	96.5	124.1	133.1	143.6	147.1	150.7	151.3
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	36.4	49.3	54.8	64.5	67.1	69.0	67.8
Private Campground	11.4	15.6	16.4	16.6	16.5	17.0	16.9
Public Campground	1.7	2.0	2.1	2.1	2.1	2.2	2.3
Private Home	14.7	17.6	18.3	17.8	18.0	18.4	19.3
Vacation Home	17.1	20.4	21.0	22.1	22.3	22.5	23.5
Day Travel	14.5	18.4	19.5	19.6	19.9	20.3	20.3
Spending at Destination	95.8	123.3	132.1	142.7	145.9	149.5	150.2
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	20.4	27.0	29.0	33.0	34.0	34.3	34.2
Food & Beverage Services	27.0	34.0	35.9	39.0	41.1	42.0	42.0
Food Stores	5.5	7.4	7.6	8.0	8.2	8.4	8.5
Ground Tran. & Motor Fuel	7.1	8.8	10.8	10.1	9.3	11.5	13.8
Arts, Entertainment & Recreation	17.1	22.1	23.5	25.5	26.3	26.7	26.1
Retail Sales	18.6	23.9	25.3	27.0	27.1	26.6	25.6
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	95.8	123.3	132.1	142.7	145.9	149.5	150.2
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	22.4	29.6	32.0	35.3	37.8	39.5	39.3
Arts, Entertainment & Recreation	5.0	6.5	6.9	7.5	7.7	7.8	7.7
Retail**	3.8	4.6	4.9	5.5	5.6	5.7	5.6
Auto Rental & Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.3	0.4	0.5	0.5	0.6	0.6	0.6
Total Direct Earnings	31.6	41.3	44.4	48.9	51.8	53.8	53.3
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	1,270	1,350	1,520	1,590	1,610	1,750	1,680
Arts, Entertainment & Recreation	580	610	670	690	710	720	610
Retail**	250	240	260	270	270	270	260
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	20	20	20
Total Direct Employment	2,120	2,230	2,460	2,580	2,600	2,760	2,560
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	1.5	2.0	2.2	2.6	2.6	2.8	2.7
State Tax Receipts	3.7	4.8	5.1	5.2	5.5	5.6	5.7
Total Direct Tax Receipts	5.2	6.8	7.3	7.8	8.2	8.4	8.4

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Solano County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	318.4	436.7	492.4	465.5	453.3	478.2	505.4
Other Travel*	1.5	1.9	2.1	2.0	1.9	1.5	1.4
Total Direct Spending	319.8	438.6	494.6	467.5	455.2	479.7	506.8
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	73.5	111.8	136.1	127.4	115.3	121.6	129.2
Private Campground	23.2	32.1	37.8	38.7	38.3	40.5	42.1
Public Campground	0.4	0.4	0.5	0.5	0.5	0.5	0.6
Private Home	80.2	103.1	109.6	108.8	110.6	117.3	125.2
Vacation Home	5.4	6.2	6.5	6.7	6.8	7.2	7.7
Day Travel	135.7	183.0	201.9	183.4	181.8	191.1	200.6
Spending at Destination	318.4	436.7	492.4	465.5	453.3	478.2	505.4
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	26.7	40.6	50.4	48.1	42.5	42.0	42.7
Food & Beverage Services	76.6	103.9	113.2	107.8	109.7	114.4	119.7
Food Stores	14.7	20.9	22.6	22.3	22.7	23.7	24.6
Ground Tran. & Motor Fuel	55.5	68.8	84.5	78.6	72.8	89.5	107.2
Arts, Entertainment & Recreation	66.7	93.3	102.2	96.1	95.9	99.1	101.5
Retail Sales	78.2	109.2	119.6	112.5	109.5	109.6	109.8
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	318.4	436.7	492.4	465.5	453.3	478.2	505.4
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	43.1	61.9	71.0	67.0	67.7	72.2	75.1
Arts, Entertainment & Recreation	27.5	38.4	42.1	39.6	39.5	40.8	41.8
Retail**	13.9	17.8	19.4	19.8	19.7	20.4	20.8
Auto Rental & Ground Tran.	0.5	1.0	1.0	1.0	1.0	1.1	1.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.8	1.0	1.1	1.1	1.0	0.8	0.7
Total Direct Earnings	85.7	120.1	134.6	128.5	129.0	135.2	139.5
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	2,990	3,500	3,770	3,400	3,260	3,420	3,430
Arts, Entertainment & Recreation	2,830	3,260	3,310	2,970	2,680	2,600	2,530
Retail**	780	800	800	780	760	730	780
Auto Rental & Ground Tran.	20	40	40	30	40	40	40
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	50	50	50	50	40	30	30
Total Direct Employment	6,670	7,650	7,970	7,220	6,770	6,820	6,820
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	4.2	6.6	7.8	7.4	6.8	6.7	6.5
State Tax Receipts	15.0	20.4	22.3	20.6	20.9	21.8	22.8
Total Direct Tax Receipts	19.2	27.0	30.1	28.0	27.7	28.5	29.3

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Sonoma County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	653.9	927.1	987.6	969.8	977.3	1,006.0	1,072.0
Other Travel*	14.6	15.9	17.7	16.8	13.2	10.7	10.8
Total Direct Spending	668.6	943.0	1,005.3	986.6	990.4	1,016.7	1,082.8
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	232.3	370.8	400.7	404.7	408.4	418.6	453.5
Private Campground	21.2	25.8	26.7	27.3	27.0	28.2	30.3
Public Campground	10.9	12.6	13.3	13.5	13.4	14.1	14.9
Private Home	84.6	111.1	118.4	116.1	117.8	123.0	128.5
Vacation Home	68.8	80.4	84.6	88.7	89.2	92.4	97.2
Day Travel	236.1	326.5	343.9	319.5	321.5	329.7	347.6
Spending at Destination	653.9	927.1	987.6	969.8	977.3	1,006.0	1,072.0
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	92.9	142.4	158.1	160.0	162.5	165.4	176.0
Food & Beverage Services	161.8	225.4	232.5	230.1	239.2	244.4	260.9
Food Stores	24.2	34.3	35.1	35.0	35.9	37.0	39.3
Ground Tran. & Motor Fuel	71.8	90.4	110.3	102.7	95.7	116.9	139.3
Arts, Entertainment & Recreation	140.5	202.0	209.9	205.6	209.5	212.0	221.4
Retail Sales	162.8	232.7	241.7	236.3	234.5	230.3	235.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	653.9	927.1	987.6	969.8	977.3	1,006.0	1,072.0
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	97.9	145.7	157.0	154.6	163.5	171.5	182.9
Arts, Entertainment & Recreation	71.7	103.1	107.1	104.9	106.9	108.2	113.0
Retail**	26.5	34.6	36.1	38.3	38.4	38.7	40.0
Auto Rental & Ground Tran.	1.3	2.6	2.7	2.6	2.7	2.8	3.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	9.4	10.4	11.7	11.9	10.0	8.2	8.1
Total Direct Earnings	206.9	296.4	314.5	312.3	321.5	329.5	347.0
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	6,220	7,330	7,400	6,950	7,070	7,310	7,650
Arts, Entertainment & Recreation	6,300	7,250	6,980	6,510	6,340	6,280	6,200
Retail**	1,430	1,470	1,400	1,410	1,420	1,410	1,420
Auto Rental & Ground Tran.	70	100	100	90	90	100	100
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	370	360	360	340	250	190	180
Total Direct Employment	14,390	16,510	16,240	15,310	15,170	15,290	15,550
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	10.9	17.5	19.2	19.1	19.4	19.8	20.1
State Tax Receipts	27.9	39.1	40.9	39.0	40.4	41.2	43.8
Total Direct Tax Receipts	38.8	56.6	60.2	58.1	59.7	61.0	63.9

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Stanislaus County

Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	224.2	299.0	334.6	333.0	334.7	354.1	371.4
Other Travel*	5.6	6.0	6.7	6.3	5.0	4.5	4.6
Total Direct Spending	229.9	305.0	341.2	339.3	339.8	358.7	376.0
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	72.1	101.2	116.6	121.0	121.9	127.2	127.4
Private Campground	8.6	9.0	11.7	11.7	11.5	12.3	13.4
Public Campground	3.7	4.4	4.8	4.8	4.7	5.1	5.6
Private Home	59.0	78.3	84.3	84.5	85.7	91.6	99.3
Vacation Home	4.1	4.8	5.0	5.4	5.5	5.7	6.1
Day Travel	76.8	101.3	112.2	105.5	105.5	112.3	119.6
Spending at Destination	224.2	299.0	334.6	333.0	334.7	354.1	371.4
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	24.1	33.6	38.7	40.9	41.3	42.0	41.0
Food & Beverage Services	53.7	71.4	76.8	77.7	81.5	83.7	85.5
Food Stores	9.9	13.5	14.4	14.8	15.3	15.9	16.6
Ground Tran. & Motor Fuel	53.8	67.1	82.2	76.5	71.0	87.1	104.1
Arts, Entertainment & Recreation	32.4	44.5	48.2	48.7	50.0	50.9	50.8
Retail Sales	50.4	68.9	74.3	74.4	74.5	73.7	72.5
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	1.0	0.9	0.9
Spending at Destination	224.2	299.0	334.6	333.0	334.7	354.1	371.4
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	31.0	43.1	48.1	48.8	52.1	54.9	55.2
Arts, Entertainment & Recreation	15.4	21.2	22.9	23.1	23.8	24.2	24.2
Retail**	10.3	12.9	13.9	14.7	15.0	15.4	15.6
Auto Rental & Ground Tran.	0.7	1.4	1.4	1.4	1.4	1.5	1.6
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	1.0	0.8	0.8
Other Travel*	3.7	4.1	4.5	4.6	3.5	3.1	3.1
Total Direct Earnings	61.1	82.6	90.9	92.8	96.8	100.0	100.5
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	2,110	2,630	2,770	2,680	2,720	2,820	2,770
Arts, Entertainment & Recreation	1,420	1,760	1,780	1,710	1,770	1,790	1,720
Retail**	570	640	630	630	610	650	630
Auto Rental & Ground Tran.	30	50	50	50	50	50	50
Air Transportation (visitor only)	0	0	0	0	20	20	20
Other Travel*	170	160	170	160	110	100	90
Total Direct Employment	4,310	5,260	5,400	5,230	5,290	5,420	5,280
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	3.3	4.8	5.4	5.5	5.5	6.0	5.9
State Tax Receipts	11.4	15.2	16.4	15.8	16.3	16.9	17.5
Total Direct Tax Receipts	14.7	19.9	21.8	21.3	21.8	22.9	23.4

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Sutter County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	42.5	51.8	57.6	56.6	57.0	58.6	61.6
Other Travel*	1.3	1.5	1.7	1.6	1.9	2.0	1.9
Total Direct Spending	43.8	53.3	59.3	58.2	58.9	60.6	63.5
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	12.0	12.3	13.1	13.2	13.4	13.3	13.9
Private Campground	6.9	8.8	11.1	11.4	11.3	11.8	12.2
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	8.9	12.2	12.9	12.8	12.9	13.5	14.5
Vacation Home	0.9	1.0	1.1	1.2	1.2	1.3	1.3
Day Travel	13.9	17.4	19.3	18.0	18.1	18.7	19.7
Spending at Destination	42.5	51.8	57.6	56.6	57.0	58.6	61.6
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	5.6	6.2	7.0	7.2	7.2	7.1	7.3
Food & Beverage Services	11.6	13.9	15.0	14.8	15.5	15.7	16.4
Food Stores	2.7	3.6	4.0	4.1	4.2	4.3	4.5
Ground Tran. & Motor Fuel	5.3	6.4	7.9	7.4	6.8	8.4	10.1
Arts, Entertainment & Recreation	6.8	8.3	9.0	8.9	9.1	9.1	9.3
Retail Sales	10.7	13.4	14.6	14.3	14.2	13.9	13.9
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	42.5	51.8	57.6	56.6	57.0	58.6	61.6
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	7.1	8.5	9.4	9.3	9.9	10.3	10.7
Arts, Entertainment & Recreation	3.2	3.9	4.3	4.2	4.3	4.3	4.4
Retail**	2.1	2.5	2.8	3.0	3.0	3.0	3.1
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.8	0.9	1.0	1.0	1.2	1.2	1.2
Total Direct Earnings	13.2	15.9	17.5	17.5	18.4	18.8	19.4
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	510	510	560	530	550	560	550
Arts, Entertainment & Recreation	400	410	430	400	430	420	420
Retail**	130	130	140	140	130	130	130
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	40	30	30	30	40	30	30
Total Direct Employment	1,080	1,080	1,160	1,100	1,150	1,150	1,140
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.5	0.6	0.6	0.6	0.6	0.8	0.8
State Tax Receipts	2.0	2.4	2.7	2.5	2.6	2.7	2.8
Total Direct Tax Receipts	2.5	3.0	3.3	3.2	3.3	3.5	3.6

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Tehama County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	63.8	83.3	89.3	92.3	93.5	96.1	101.7
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	63.8	83.3	89.3	92.3	93.5	96.1	101.7
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	16.4	21.4	23.6	27.0	28.0	28.1	29.7
Private Campground	6.8	10.8	11.6	11.7	11.5	12.1	12.9
Public Campground	1.1	1.3	1.4	1.4	1.4	1.5	1.6
Private Home	18.6	23.7	25.2	24.7	24.8	25.9	27.5
Vacation Home	10.0	11.8	12.3	13.0	13.0	13.3	14.1
Day Travel	10.9	14.2	15.2	14.6	14.7	15.2	16.0
Spending at Destination	63.8	83.3	89.3	92.3	93.5	96.1	101.7
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	9.6	12.7	13.5	15.2	15.8	15.5	16.3
Food & Beverage Services	17.3	22.3	23.2	24.2	25.3	25.6	26.7
Food Stores	4.0	5.7	5.9	6.1	6.2	6.4	6.7
Ground Tran. & Motor Fuel	9.4	11.5	14.2	13.2	12.2	15.1	18.1
Arts, Entertainment & Recreation	10.9	14.4	15.1	15.7	16.1	16.2	16.5
Retail Sales	12.5	16.6	17.4	17.9	17.9	17.4	17.4
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	63.8	83.3	89.3	92.3	93.5	96.1	101.7
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	10.7	14.3	15.2	16.2	17.4	18.0	18.8
Arts, Entertainment & Recreation	4.7	6.1	6.4	6.7	6.9	6.9	7.0
Retail**	2.6	3.3	3.5	3.8	3.8	3.9	4.0
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Earnings	17.9	23.8	25.1	26.7	28.1	28.8	29.8
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	800	830	950	960	960	980	970
Arts, Entertainment & Recreation	430	440	490	490	470	460	460
Retail**	160	150	170	170	170	160	170
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Total Direct Employment	1,390	1,430	1,610	1,620	1,600	1,610	1,610
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.8	1.2	1.3	1.4	1.5	1.5	1.4
State Tax Receipts	2.8	3.7	3.9	3.8	4.0	4.1	4.3
Total Direct Tax Receipts	3.6	4.8	5.1	5.2	5.4	5.5	5.7

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Trinity County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	30.4	39.2	40.8	42.9	43.5	44.7	46.4
Other Travel*	0.2	0.3	0.3	0.3	0.4	0.4	0.4
Total Direct Spending	30.7	39.5	41.1	43.2	44.0	45.2	46.8
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	5.4	8.0	8.4	10.0	10.5	11.2	11.8
Private Campground	6.2	8.5	8.9	9.1	9.1	9.3	9.6
Public Campground	3.7	4.4	4.5	4.7	4.7	4.8	4.9
Private Home	4.2	5.0	5.1	5.0	5.1	5.2	5.3
Vacation Home	7.5	8.9	9.1	9.4	9.5	9.5	9.9
Day Travel	3.6	4.5	4.7	4.6	4.7	4.8	4.9
Spending at Destination	30.4	39.2	40.8	42.9	43.5	44.7	46.4
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	6.4	8.4	8.8	9.5	9.6	9.8	10.3
Food & Beverage Services	8.5	10.7	11.0	11.6	12.1	12.5	13.0
Food Stores	3.1	4.2	4.2	4.4	4.5	4.6	4.8
Ground Tran. & Motor Fuel	1.1	1.3	1.7	1.5	1.4	1.8	2.1
Arts, Entertainment & Recreation	5.1	6.6	6.8	7.1	7.3	7.5	7.6
Retail Sales	6.2	8.0	8.3	8.6	8.6	8.5	8.5
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	30.4	39.2	40.8	42.9	43.5	44.7	46.4
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	6.2	8.3	8.7	9.2	9.8	10.4	10.9
Arts, Entertainment & Recreation	2.2	2.8	2.9	3.1	3.1	3.2	3.3
Retail**	1.5	1.9	1.9	2.1	2.2	2.2	2.2
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.2	0.2
Total Direct Earnings	10.0	13.1	13.7	14.6	15.3	16.1	16.7
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	440	490	530	540	560	600	560
Arts, Entertainment & Recreation	140	150	160	160	160	220	260
Retail**	110	120	120	130	120	130	120
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	690	760	820	830	850	950	940
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.3	0.3	0.3	0.4	0.4	0.4	0.4
State Tax Receipts	0.9	1.1	1.2	1.2	1.2	1.3	1.3
Total Direct Tax Receipts	1.2	1.4	1.5	1.5	1.6	1.6	1.7

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Tulare County

Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	184.7	241.5	260.9	264.8	274.8	285.2	307.4
Other Travel*	8.8	9.3	10.3	9.8	9.2	10.0	9.3
Total Direct Spending	193.4	250.8	271.2	274.5	284.0	295.2	316.6
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	69.9	92.5	97.8	104.2	113.0	116.4	127.6
Private Campground	12.1	17.8	22.8	23.1	22.7	23.8	25.8
Public Campground	12.1	14.1	15.1	15.2	14.9	15.8	16.8
Private Home	44.9	59.2	63.2	62.0	63.2	66.0	69.8
Vacation Home	15.2	18.1	18.8	19.4	19.5	19.9	21.2
Day Travel	30.5	39.8	43.1	40.9	41.5	43.4	46.2
Spending at Destination	184.7	241.5	260.9	264.8	274.8	285.2	307.4
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	32.4	42.7	45.4	48.7	52.0	52.1	55.9
Food & Beverage Services	46.0	59.6	62.3	63.9	68.3	70.1	74.7
Food Stores	11.6	15.8	16.9	17.4	18.0	18.6	19.6
Ground Tran. & Motor Fuel	29.1	36.1	44.3	41.2	38.2	46.9	56.2
Arts, Entertainment & Recreation	26.7	35.6	37.4	38.3	40.3	40.9	42.7
Retail Sales	38.8	51.8	54.6	55.3	56.3	55.5	56.4
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	1.8	1.1	1.8
Spending at Destination	184.7	241.5	260.9	264.8	274.8	285.2	307.4
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	32.9	44.1	47.1	48.7	53.5	56.0	59.8
Arts, Entertainment & Recreation	11.8	15.7	16.4	16.8	17.7	18.0	18.8
Retail**	8.2	10.3	10.9	11.8	12.1	12.4	12.8
Auto Rental & Ground Tran.	0.3	0.5	0.6	0.5	0.6	0.6	0.6
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	1.8	1.0	1.6
Other Travel*	5.8	6.3	7.1	7.2	6.1	6.5	5.9
Total Direct Earnings	58.9	76.9	82.1	85.1	91.8	94.6	99.5
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	2,430	2,740	2,590	2,540	2,630	2,720	2,770
Arts, Entertainment & Recreation	1,290	1,450	1,330	1,290	1,370	1,370	1,310
Retail**	550	580	530	540	530	550	540
Auto Rental & Ground Tran.	10	20	20	20	20	20	20
Air Transportation (visitor only)	0	0	0	0	40	20	30
Other Travel*	190	180	190	180	160	150	130
Total Direct Employment	4,470	4,970	4,650	4,570	4,740	4,830	4,800
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	2.9	4.2	4.5	4.8	5.1	5.2	5.3
State Tax Receipts	8.3	11.0	11.6	11.3	12.0	12.3	13.1
Total Direct Tax Receipts	11.3	15.2	16.1	16.1	17.1	17.5	18.4

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Tuolumne County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	100.1	130.2	135.7	137.9	140.0	143.2	147.4
Other Travel*	0.2	0.3	0.4	0.3	0.4	0.7	0.6
Total Direct Spending	100.3	130.5	136.1	138.2	140.4	143.9	148.0
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	32.5	46.0	48.5	50.2	51.8	53.0	54.0
Private Campground	10.4	13.5	13.6	13.9	13.8	14.3	14.5
Public Campground	1.2	1.4	1.5	1.5	1.5	1.5	1.6
Private Home	16.7	21.4	22.5	22.3	22.6	23.2	24.2
Vacation Home	27.1	32.2	33.3	34.3	34.5	35.0	36.6
Day Travel	12.2	15.7	16.3	15.6	15.8	16.2	16.5
Spending at Destination	100.1	130.2	135.7	137.9	140.0	143.2	147.4
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	22.3	29.5	30.9	31.8	32.3	32.5	33.5
Food & Beverage Services	27.9	35.8	36.5	37.3	39.0	39.8	40.8
Food Stores	5.5	7.4	7.5	7.7	7.8	8.1	8.3
Ground Tran. & Motor Fuel	7.0	8.5	10.5	9.8	9.0	11.2	13.4
Arts, Entertainment & Recreation	18.0	23.6	24.3	24.8	25.4	25.7	25.8
Retail Sales	19.4	25.4	26.1	26.5	26.4	25.9	25.5
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	100.1	130.2	135.7	137.9	140.0	143.2	147.4
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	21.1	28.4	29.6	30.1	32.1	33.5	34.4
Arts, Entertainment & Recreation	5.7	7.5	7.7	7.8	8.0	8.1	8.1
Retail**	3.6	4.4	4.6	5.0	5.0	5.1	5.1
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.3	0.3
Total Direct Earnings	30.5	40.4	42.1	43.1	45.3	47.1	48.0
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	1,400	1,590	1,680	1,630	1,600	1,650	1,630
Arts, Entertainment & Recreation	460	520	530	520	460	470	510
Retail**	220	230	230	240	230	230	210
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	20	20	20	20	10	10	10
Total Direct Employment	2,110	2,360	2,460	2,400	2,300	2,350	2,360
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	1.4	1.9	2.0	2.1	2.1	2.2	2.1
State Tax Receipts	3.8	5.0	5.1	5.0	5.3	5.4	5.6
Total Direct Tax Receipts	5.2	6.9	7.2	7.1	7.4	7.6	7.7

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Ventura County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	716	959	1,059	1,016	1,017	1,037	1,103
Other Travel*	9	11	13	12	8	10	10
Total Direct Spending	725	970	1,071	1,028	1,025	1,048	1,113
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	255	369	413	395	393	390	422
Private Campground	5	6	7	7	7	7	8
Public Campground	24	29	43	44	43	46	50
Private Home	169	215	227	225	228	238	250
Vacation Home	31	36	38	40	40	41	44
Day Travel	232	304	332	306	306	314	331
Spending at Destination	716	959	1,059	1,016	1,017	1,037	1,103
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	89	127	146	143	145	141	150
Food & Beverage Services	193	255	272	262	270	273	288
Food Stores	26	35	39	39	40	41	43
Ground Tran. & Motor Fuel	99	124	152	142	131	161	192
Arts, Entertainment & Recreation	112	152	164	157	159	159	164
Retail Sales	197	266	286	274	271	263	266
Air Transportation (visitor only)	0	0	0	0	0	0	0
Spending at Destination	716	959	1,059	1,016	1,017	1,037	1,103
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	101	141	156	150	158	162	172
Arts, Entertainment & Recreation	50	68	73	70	71	71	74
Retail**	32	40	43	45	45	45	46
Auto Rental & Ground Tran.	1	2	2	2	2	2	2
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	5	6	7	6	4	5	5
Total Direct Earnings	189	257	281	273	281	286	299
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accommodations & Food Service	6.8	7.7	8.1	7.4	7.7	7.9	8.1
Arts, Entertainment & Recreation	3.3	3.7	3.8	3.4	3.5	4.1	4.0
Retail**	1.8	1.8	1.8	1.8	1.8	1.7	1.7
Auto Rental & Ground Tran.	0.0	0.1	0.1	0.1	0.1	0.1	0.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.3	0.3	0.3	0.2	0.2	0.2	0.2
Total Direct Employment	12.2	13.6	14.0	12.9	13.2	14.0	14.1
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	11.9	17.0	19.1	18.6	18.7	18.7	18.7
State Tax Receipts	33.8	45.2	48.6	45.4	46.8	47.4	50.0
Total Direct Tax Receipts	45.7	62.2	67.7	63.9	65.5	66.2	68.7

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Yolo County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	133.6	174.5	193.6	188.3	188.1	202.0	218.5
Other Travel*	3.1	4.0	4.4	4.2	1.4	1.4	0.0
Total Direct Spending	136.7	178.4	198.0	192.6	189.6	203.3	218.5
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	50.3	65.5	72.7	71.8	71.3	77.4	84.3
Private Campground	6.8	9.1	11.8	11.9	11.6	12.5	13.6
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	30.7	40.5	43.3	43.3	43.8	46.5	49.7
Vacation Home	1.9	2.3	2.4	2.6	2.6	2.7	2.9
Day Travel	43.9	57.2	63.4	58.7	58.7	62.9	67.9
Spending at Destination	133.6	174.5	193.6	188.3	188.1	202.0	218.5
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	15.6	20.7	22.4	22.6	22.6	23.6	24.9
Food & Beverage Services	32.8	42.6	45.8	45.0	46.9	49.2	52.3
Food Stores	4.6	6.4	7.0	7.0	7.2	7.5	8.0
Ground Tran. & Motor Fuel	28.6	35.0	43.2	40.2	37.1	45.8	55.0
Arts, Entertainment & Recreation	24.3	32.5	35.1	34.5	35.3	36.6	38.1
Retail Sales	27.7	37.2	40.1	39.2	39.1	39.3	40.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	133.6	174.5	193.6	188.3	188.1	202.0	218.5
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	17.9	24.1	26.3	25.7	27.3	29.5	31.3
Arts, Entertainment & Recreation	10.6	14.2	15.3	15.0	15.4	16.0	16.6
Retail**	5.4	6.7	7.2	7.5	7.6	7.9	8.2
Auto Rental & Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	1.6	2.0	2.3	2.2	0.7	0.7	0.0
Total Direct Earnings	35.5	47.1	51.2	50.6	51.1	54.2	56.3
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	1,460	1,620	1,730	1,610	1,600	1,690	1,730
Arts, Entertainment & Recreation	1,010	1,120	1,160	1,080	1,080	1,020	1,010
Retail**	270	280	280	280	280	290	290
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	90	80	80	80	40	30	0
Total Direct Employment	2,830	3,110	3,260	3,060	3,000	3,030	3,030
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	2.0	2.9	3.1	3.1	3.1	3.2	3.2
State Tax Receipts	6.5	8.5	9.2	8.7	8.9	9.4	9.9
Total Direct Tax Receipts	8.5	11.4	12.3	11.8	12.0	12.6	13.2

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

Yuba County Travel Impacts, 1992-2004

	1992	1999	2000	2001	2002	2003	2004
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	41.0	51.3	57.0	57.1	57.0	60.9	71.2
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	41.0	51.3	57.0	57.1	57.0	60.9	71.2
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	4.7	3.5	3.7	3.7	3.8	5.6	7.0
Private Campground	19.1	26.7	30.8	31.3	31.1	32.2	39.2
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	7.8	9.5	9.9	9.7	9.8	10.1	10.6
Vacation Home	2.2	2.6	2.7	2.9	2.9	3.0	3.2
Day Travel	7.1	9.0	10.0	9.4	9.4	9.9	11.3
Spending at Destination	41.0	51.3	57.0	57.1	57.0	60.9	71.2
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	6.1	7.5	8.3	8.6	8.5	9.0	10.9
Food & Beverage Services	10.4	12.7	13.8	13.9	14.4	15.2	17.8
Food Stores	4.4	6.1	6.8	7.0	7.1	7.4	8.8
Ground Tran. & Motor Fuel	6.1	7.4	9.2	8.5	7.9	9.7	11.7
Arts, Entertainment & Recreation	5.3	6.6	7.1	7.1	7.2	7.6	8.7
Retail Sales	8.7	11.0	12.0	12.0	11.9	12.0	13.3
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	41.0	51.3	57.0	57.1	57.0	60.9	71.2
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	5.7	7.1	7.8	7.9	8.3	9.1	10.8
Arts, Entertainment & Recreation	2.2	2.7	2.9	3.0	3.0	3.2	3.6
Retail**	2.0	2.6	2.8	3.0	3.1	3.2	3.6
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Earnings	9.9	12.4	13.6	13.9	14.4	15.5	18.0
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	550	570	580	560	590	600	690
Arts, Entertainment & Recreation	230	240	240	230	210	200	220
Retail**	140	140	140	140	140	140	160
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Total Direct Employment	920	940	960	930	940	940	1,070
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.4	0.4	0.5	0.5	0.5	0.7	0.8
State Tax Receipts	1.8	2.3	2.5	2.5	2.5	2.7	3.1
Total Direct Tax Receipts	2.2	2.8	3.1	3.0	3.1	3.4	3.9

Details may not add to totals due to rounding. *Other Travel includes resident air travel and travel agencies.

VI. TRANSIENT OCCUPANCY TAX RECEIPTS

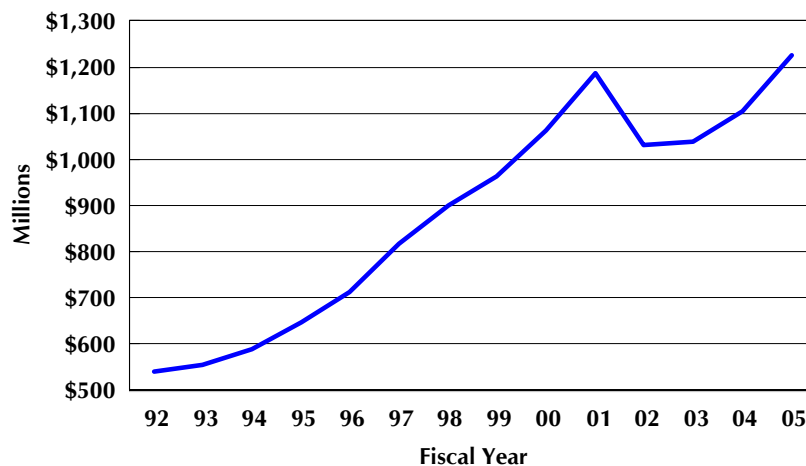
Transient lodging taxes are one of the most direct means for jurisdictions to collect revenues from visitors. They are also a useful indicator of travel activity in the state, since almost all of these sales are made to travelers. Transient lodging tax receipts therefore provide a basis for evaluating both travel trends and the distribution of travel activity in the state.

More than 450 jurisdictions in California levy a locally administered transient lodging tax. This tax, ranging from 4 percent to 15 percent, is collected on the sale (i.e., rental) of a room at a lodging establishment such as a hotel, motel, bed & breakfast or at a campground site.

The tax collections and tax rates compiled by Dean Runyan Associates in this section were reported by the California State Controller's Office, various taxing jurisdictions and visitor associations. The receipts are reported on a fiscal year basis. Typically, this corresponds to July 1 through June 30, although there are exceptions. The rates reported are for the most recent fiscal year shown. In many cases, these rates have changed over the reported time period. Some jurisdictions also have variable tax rates for different properties or districts. Finally, transient lodging tax data are subject to frequent revisions. The revisions can be a result of late payments, back taxes and/or interest fees. Users of this information may therefore wish to contact specific jurisdictions to verify this data depending on the purpose of any analysis.

The information provided in this report is also available on the Dean Runyan Associates website (www.deanrunyan.com). The website report will be periodically updated with more current information, as well as revisions and corrections. ***Those with more current information or corrections are encouraged to notify Dean Runyan Associates.***

California Transient Occupancy Tax Receipts



California Transient Occupancy Tax by County

Fiscal Year

Amounts in \$000

	*Rate	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Alameda	9.8%	13,884	16,392	18,809	21,575	23,050	28,509	35,257	28,505	26,689	25,840	27,936
Alpine	9.1%	315	313	414	381	411	486	548	547	549	592	623
Amador	9.5%	355	346	401	396	376	365	471	511	584	598	627
Butte	10.0%	1,072	1,184	1,225	1,274	1,382	1,543	1,690	1,796	1,785	1,910	2,040
Calaveras	11.6%	247	265	252	302	371	491	542	601	691	983	1,051
Colusa	9.6%	165	161	171	180	212	260	294	281	290	n.a.	270
Contra Costa	9.5%	5,530	5,735	6,624	8,276	8,576	10,614	11,940	10,371	9,633	9,372	9,992
Del Norte	9.0%	573	571	579	610	619	636	699	745	815	874	965
El Dorado	9.3%	8,175	8,144	7,692	8,233	9,129	9,917	10,087	9,869	11,328	12,205	12,715
Fresno	10.2%	6,478	6,529	6,849	6,865	7,159	6,857	7,808	7,913	8,424	9,110	9,474
Glenn	8.4%	221	225	229	235	267	264	293	357	356	393	418
Humboldt	9.1%	2,411	2,419	2,345	2,456	2,666	2,813	2,987	3,091	3,218	3,511	3,543
Imperial	10.0%	960	871	885	1,009	1,150	1,370	1,380	1,322	1,314	1,483	1,687
Inyo	12.5%	1,724	1,772	1,872	1,965	2,064	2,237	2,268	2,307	2,325	2,536	2,679
Kern	9.0%	6,148	5,953	6,452	7,123	7,620	7,409	7,785	8,144	8,284	8,189	9,218
Kings	5.0%	324	333	363	393	469	529	600	725	725	704	741
Lake	10.0%	637	704	640	683	730	855	1,039	1,027	1,061	1,049	1,169
Lassen	9.8%	322	333	291	292	23	329	383	397	414	405	501
Los Angeles**	9.8%	142,989	154,759	176,835	191,746	206,029	224,057	247,844	218,316	220,056	238,740	287,863
Madera	8.0%	1,150	1,272	1,266	1,339	1,404	1,486	1,606	1,672	1,745	1,841	1,978
Marin	12.0%	3,607	4,092	4,806	5,397	5,891	6,836	7,390	6,295	5,953	5,885	6,202
Mariposa	10.3%	5,483	5,122	4,969	5,716	5,985	6,141	6,808	7,248	7,459	7,831	8,296
Mendocino	11.6%	4,074	3,889	3,924	4,214	4,678	5,138	5,744	5,764	5,488	5,505	5,579
Merced**	10.0%	1,162	1,022	933	1,053	1,083	1,409	1,256	1,261	1,296	1,580	1,139
Modoc	11.5%	105	119	106	102	114	119	127	158	157	165	161
Mono	8.9%	4,531	4,561	4,884	5,287	5,230	6,095	6,623	7,309	9,543	10,454	11,738
Monterey	9.0%	24,144	28,364	31,606	32,835	34,124	38,542	40,910	37,330	36,677	37,278	39,198
Napa	10.3%	8,550	9,399	10,251	11,471	12,996	14,463	15,772	14,014	14,977	15,653	18,032
Nevada	11.8%	1,139	1,105	1,212	1,352	1,500	1,647	1,765	1,785	1,894	1,776	1,978

Note: *Rate is the average county rate for the last fiscal year. **2005 receipts are estimated due to missing data for one or more taxing entity.

California Transient Occupancy Tax by County

Fiscal Year
Amounts in \$000

	*Rate	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Orange	9.8%	70,160	81,620	86,570	89,677	93,268	97,325	116,003	112,382	116,136	133,364	144,671
Placer	9.1%	4,691	4,758	5,805	7,083	8,071	8,872	9,585	9,241	8,745	9,322	10,160
Plumas	9.5%	692	726	786	778	863	953	1,008	1,078	1,098	1,089	1,082
Riverside	10.0%	28,549	29,943	32,572	36,228	40,114	43,422	43,997	42,408	44,801	45,898	50,193
Sacramento	11.6%	14,334	15,025	16,308	18,442	19,577	22,346	25,351	25,012	25,191	25,441	27,226
San Benito	9.6%	163	199	257	274	314	284	318	326	288	265	285
San Bernardino	9.5%	10,400	10,748	12,389	13,432	14,937	16,430	17,539	18,704	19,357	21,281	23,528
San Diego	9.0%	71,712	81,163	92,808	107,389	118,143	125,832	140,581	128,080	138,582	142,152	155,764
San Francisco	9.3%	94,102	102,960	137,649	150,163	156,313	177,887	188,377	133,337	130,037	145,206	157,151
San Joaquin	10.2%	2,016	1,701	1,666	2,015	2,673	3,154	3,972	3,846	3,951	3,884	4,256
San Luis Obispo	8.4%	9,333	10,276	10,785	11,267	12,269	13,862	15,770	15,960	16,308	17,304	18,030
San Mateo	9.1%	21,777	24,871	29,143	32,633	34,012	38,474	43,808	28,742	24,873	26,412	29,401
Santa Barbara	10.0%	13,458	14,356	15,626	16,770	18,329	20,082	22,921	24,795	25,132	26,423	27,530
Santa Clara	12.5%	28,573	35,855	43,040	51,807	55,303	64,214	81,446	53,430	45,979	44,633	49,224
Santa Cruz	9.0%	4,903	5,517	6,059	6,503	7,353	8,581	9,645	8,016	7,374	7,948	8,532
Shasta	5.0%	2,670	2,583	2,753	2,647	2,952	3,510	3,351	3,716	4,007	4,012	4,315
Sierra	10.0%	149	160	166	189	183	224	240	252	239	264	249
Siskiyou	9.8%	966	1,037	1,096	1,162	1,239	1,322	1,501	1,631	1,804	1,733	1,831
Solano	9.8%	2,070	2,148	2,462	2,747	3,045	3,591	4,320	4,223	3,941	4,110	4,065
Sonoma	8.0%	6,809	7,492	8,126	9,186	10,193	11,695	13,476	13,103	13,459	13,992	15,325
Stanislaus	12.0%	2,076	2,098	2,075	2,109	2,323	2,664	3,099	3,101	3,068	3,255	3,293
Sutter	10.3%	206	200	211	191	238	240	374	422	531	550	564
Tehama	11.6%	505	537	517	538	597	629	628	710	824	674	890
Trinity	10.0%	206	212	177	184	174	195	193	170	183	199	204
Tulare	11.5%	2,068	2,103	2,129	2,468	2,411	2,896	2,817	3,085	3,096	3,220	3,573
Tuolumne	8.9%	864	858	902	1,021	1,061	1,082	1,150	1,181	1,313	1,327	1,349
Ventura	9.0%	6,916	7,317	7,985	8,616	9,516	10,182	11,717	11,994	11,507	11,212	12,820
Yolo	10.3%	1,134	1,183	1,221	1,371	1,601	1,686	2,223	2,078	2,113	2,324	2,520
Yuba**	11.8%	87	92	88	72	78	48	64	58	154	253	252
California**	11.0%	648,064	713,692	818,257	899,720	962,457	1,063,099	1,187,388	1,030,740	1,037,825	1,104,611	1,226,094

Note: *Rate is the average county rate for the last fiscal year. **2005 receipts are estimated due to missing data for one or more taxing entity.

California Transient Occupancy Tax by Jurisdiction

		Fiscal Year										
		Amounts in \$000										
	*Rate	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
ALAMEDA COUNTY												
Alameda	10.0%	205.0	242.9	340.8	407.6	380.5	536.6	987.1	721.1	642.4	694.5	812.7
Albany		8.0	2.4	1.9	1.9							
Berkeley	12.0%	2,193.0	2,312.9	2,636.8	2,804.2	2,891.7	3,122.3	3,477.9	2,889.5	2,533.4	2,371.1	2,683.8
Dublin	8.0%	112.6	198.3	267.0	306.3	389.7	808.7	1,010.8	810.2	717.1	664.3	663.6
Emeryville	12.0%	822.3	904.8	1,187.7	1,096.9	1,259.7	1,405.9	2,120.9	2,533.8	2,675.0	3,023.0	3,194.0
Fremont	8.0%	930.2	1,130.6	1,317.1	1,583.6	1,676.9	3,341.1	4,210.6	2,195.7	1,848.0	1,803.7	2,006.5
Hayward	8.5%	711.5	1,059.1	814.1	1,233.0	1,265.7	1,366.8	1,929.2	1,481.5	1,214.6	1,142.8	1,182.7
Livermore	8.0%	426.4	565.1	666.8	911.8	990.9	1,084.2	1,509.2	1,228.7	1,225.5	1,134.6	1,239.1
Newark	10.0%	816.1	1,061.1	1,322.3	1,569.0	1,454.5	1,828.9	2,557.6	1,972.7	2,012.6	2,170.0	2,320.0
Oakland	11.0%	5,348.6	6,159.4	7,211.6	8,367.0	9,090.6	10,875.7	12,560.5	10,752.1	10,043.0	9,364.3	10,034.5
Pleasanton	8.0%	1,852.3	2,150.8	2,495.1	2,860.6	3,220.5	3,525.0	3,977.6	2,971.1	2,765.7	2,528.2	2,798.9
San Leandro	10.0%	243.9	328.4	194.5	73.3	79.5	80.4	91.5	390.7	622.8	593.9	605.8
Union City	10.0%	214.0	276.2	353.2	359.4	349.5	533.5	824.1	558.0	388.9	349.5	394.7
ALPINE COUNTY												
Unincorporated	10.0%	314.6	312.9	414.1	380.5	411.3	485.6	548.2	546.9	548.7	591.9	622.9
AMADOR COUNTY												
Unincorporated	6.0%	63.4	60.2	69.3	73.4	77.7	86.6	100.9	102.8	106.0	85.9	104.6
Ione	10.0%	2.6	2.9	4.0	4.6	9.9	9.5	7.2	9.3	11.2	7.5	8.1
Jackson	10.0%	177.8	155.1	196.9	158.3	165.7	165.7	187.3	199.0	225.2	290.2	311.9
Plymouth	6.0%	43.9	49.3	51.9	35.8	55.5	41.5	63.8	79.5	106.0	77.8	72.8
Sutter Creek	10.0%	67.2	78.8	78.8	124.2	67.2	62.2	106.3	102.6	117.5	122.5	118.9
BUTTE COUNTY												
Unincorporated	6.0%	43.7	50.9	55.6	58.6	45.9	37.8	44.0	40.9	38.4	39.7	41.8
Chico	10.0%	817.3	842.5	886.3	951.0	1,046.9	1,141.1	1,247.2	1,329.6	1,309.9	1,389.7	1,449.1
Gridley	6.0%					3.9	19.6	26.6	25.5	26.2	25.1	21.7
Oroville	9.0%	163.4	239.5	230.6	211.3	232.1	250.1	269.1	294.9	308.8	331.8	352.4
Paradise	10.0%	47.3	50.6	52.1	53.1	53.5	94.7	102.9	104.8	101.5	123.2	174.8
CALAVERAS COUNTY												
Unincorporated	6.0%	199.4	210.9	213.6	234.7	253.2	252.5	279.6	292.7	311.5	335.0	350.6
Angels Camp	10.0%	47.9	53.8	38.6	67.5	117.5	238.4	262.2	308.7	379.5	647.9	700.2

This information has been provided to Dean Runyan Associates by the California State Controller's Office, various taxing jurisdictions and visitor associations. The tax year usually corresponds to a fiscal year ending June 30. Periodic updates of this report can be found at www.deanrunyan.com.

*Current Rate corresponds to the rate in effect at the end of the last fiscal year. Many tax rates have changed over the reported time period. Some jurisdictions have variable rates.

California Transient Occupancy Tax by Jurisdiction

		Fiscal Year											
		*Rate	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
COLUSA COUNTY													
Colusa	8.0%			3.0	4.9	5.8	6.1	5.2	5.5	5.5	3.7	13.4	20.5
Williams	10.0%	164.9	157.8	166.6	174.2	206.1	254.3	288.4	275.5	286.5	386.0	249.2	
CONTRA COSTA COUNTY													
Unincorporated	10.0%	731.2	802.4	1,005.6	1,586.6	1,220.7	1,678.4	1,847.0	1,531.2	1,417.1	1,662.7	1,745.5	
Antioch	10.0%	288.2	258.6	276.5	321.6	335.8	376.1	468.0	450.2	383.8	281.1	307.6	
Brentwood	10.0%		19.1	72.1	66.9	81.7	80.1	115.4	112.0	118.3	110.3	116.4	
Concord	10.0%	1,160.1	1,208.9	1,350.3	1,433.4	1,485.0	1,603.3	2,002.6	1,786.9	1,711.6	1,669.7	1,606.3	
Danville	6.5%	44.7	53.8	65.1	66.8	63.3	67.8	72.9	60.4	16.4	30.0	69.1	
El Cerrito	10.0%	48.2	35.8	57.6	72.5	91.9	93.5	101.1	82.7	50.1	69.5	72.4	
Lafayette	9.5%	352.7	362.1	401.8	459.2	476.7	526.9	572.0	444.7	472.0	505.1	525.7	
Martinez	10.0%	174.4	150.7	175.5	184.5	282.2	305.1	357.9	362.4	421.3	252.1	278.0	
Pinole	10.0%	157.2	169.3	192.4	219.2	248.6	319.1	333.2	274.5	228.6	214.4	221.2	
Pittsburg	8.0%	81.5	80.2	108.3	135.7	159.7	160.2	132.9	239.2	157.7	125.5	144.9	
Pleasant Hill	10.0%	191.5	222.7	286.4	493.6	568.9	888.7	970.3	896.3	881.1	1,056.0	1,108.7	
Richmond	10.0%	447.9	341.6	305.2	512.6	456.8	834.9	1,013.6	848.7	864.6	735.1	767.3	
San Pablo	12.0%	7.5	10.1	14.6	14.8	16.6	21.5	19.5	114.6	172.3	133.6	199.0	
San Ramon	7.3%	895.6	980.3	1,078.1	1,330.7	1,692.7	1,778.5	2,266.6	1,859.6	1,595.5	1,497.7	1,710.1	
Walnut Creek	8.5%	949.1	1,039.3	1,234.9	1,378.1	1,395.3	1,880.4	1,666.6	1,307.2	1,143.0	1,029.0	1,120.0	
DEL NORTE COUNTY													
Unincorporated	8.0%	130.2	124.9	117.9	132.9	125.3	141.9	182.5	180.2	220.5	196.3	195.0	
Crescent City	10.0%	442.6	446.3	461.0	476.9	493.2	493.7	516.3	564.4	594.3	677.4	769.9	
EL DORADO COUNTY													
Unincorporated	10.0%	505.9	502.9	464.0	412.8	491.1	722.5	713.3	706.2	941.9	991.2	1,302.6	
Placerville	10.0%	98.0	142.7	63.2		140.7		176.9	183.2	189.5	186.7	186.4	
So. Lake Tahoe	10.0%	7,571.3	7,498.3	7,164.5	7,819.8	8,497.2	9,194.9	9,197.1	8,979.8	10,196.6	11,027.4	11,226.1	
FRESNO COUNTY													
Unincorporated		572.3	575.9	298.1									
Clovis	10.0%	8.8	8.5	12.2	110.4	139.3	142.7	142.0	130.8	138.9	178.8	186.7	
Coalinga	6.0%	30.8	23.2	31.0	34.3	26.5	20.7	23.6	27.8	22.4	23.4	32.0	
Fresno	12.0%	5,714.6	5,766.0	6,282.0	6,521.1	6,761.8	6,438.7	7,423.0	7,504.7	7,992.0	8,617.5	8,963.5	

This information has been provided to Dean Runyan Associates by the California State Controller's Office, various taxing jurisdictions and visitor associations. The tax year usually corresponds to a fiscal year ending June 30. Periodic updates of this report can be found at www.deanrunyan.com.

*Current Rate corresponds to the rate in effect at the end of the last fiscal year. Many tax rates have changed over the reported time period. Some jurisdictions have variable rates.

California Transient Occupancy Tax by Jurisdiction

	*Rate	Fiscal Year										
		Amounts in \$000										
		1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
FRESNO COUNTY												
Huron	10.0%	4.2	2.1	1.3	4.5	3.1	2.1	1.4	1.8	0.6	0.0	0.0
Kingsburg	8.0%	31.3	26.8	31.3	35.1	39.7	46.9	37.3	38.0	31.7	32.1	43.2
Reedley	8.0%	42.4	41.0	38.3	26.7	40.5	54.8	31.5	41.6	63.0	51.9	49.6
Sanger	4.0%	4.3	3.1	6.3	6.4	8.2	5.9	7.2	4.5	6.3	7.7	6.8
Selma	6.0%	67.9	82.4	147.4	126.4	139.9	144.4	140.8	163.3	169.0	199.0	191.8
GLENN COUNTY												
Unincorporated	10.0%	1.4	1.7	1.3	1.2	3.5	4.8	8.7	9.3	10.4	8.5	5.4
Orland	8.0%	39.1	33.9	31.1	34.7	47.8	43.2	45.0	48.2	50.7	42.4	68.6
Willows	10.0%	180.9	189.7	196.3	199.6	215.6	215.6	239.4	299.1	294.9	341.7	343.6
HUMBOLDT COUNTY												
Unincorporated	10.0%	623.2	648.0	614.5	587.7	677.6	704.0	711.2	748.3	755.3	877.8	898.9
Arcata	10.0%	476.2	474.5	449.1	468.8	502.2	518.5	579.3	596.9	645.0	683.4	730.4
Eureka	9.0%	1,109.0	1,073.7	1,074.5	1,170.9	1,253.9	1,311.9	1,378.7	1,419.7	1,422.6	1,447.4	1,424.6
Ferndale	8.0%	30.8	37.6	30.2	38.0	40.7	60.1	72.6	66.0	81.4	80.8	55.3
Fortuna	10.0%	157.7	167.0	168.9	174.0	183.5	198.3	221.5	232.6	284.2	386.4	393.8
Rio Dell	8.0%	7.3	9.7		8.9		8.4	8.7	9.4	8.9	9.1	8.8
Trinidad	8.0%	7.2	8.7	7.8	7.6	7.7	12.3	14.8	17.6	20.7	26.3	30.9
IMPERIAL COUNTY												
Unincorporated	8.0%	82.8	72.8	72.8	73.9	67.8	78.2	75.1	72.6	64.0	63.9	16.1
Brawley	8.0%	66.3	71.5	104.4	148.8	140.7	168.6	166.1	185.7	189.2	157.4	182.9
Calexico	7.0%	120.4	90.0	132.9	76.9	187.9	253.3	228.0	190.1	145.2	196.9	251.0
Calipatria	8.0%	13.3	24.3	20.0	22.6	19.5	34.4	13.7	30.9	43.7	29.8	29.3
El Centro	10.0%	613.6	551.3	511.5	615.7	662.7	767.6	847.1	791.5	849.3	998.4	1,166.4
Holtville	4.0%	1.7	2.0	1.2	1.7	1.6	1.5	1.8	1.1	1.7	1.0	1.7
Imperial	8.0%	61.4	59.6	41.8	69.0	69.4	66.1	47.6	49.9	21.1	36.1	40.0
INYO COUNTY												
Unincorporated	9.0%	1,054.2	1,062.1	1,125.4	1,221.5	1,271.8	1,329.8	1,310.7	1,305.6	1,252.4	1,318.6	1,434.4
Bishop	12.0%	670.3	710.1	747.0	743.5	792.4	907.0	957.3	1,001.5	1,072.2	1,217.5	1,244.4

This information has been provided to Dean Runyan Associates by the California State Controller's Office, various taxing jurisdictions and visitor associations. The tax year usually corresponds to a fiscal year ending June 30. Periodic updates of this report can be found at www.deanrunyan.com.

*Current Rate corresponds to the rate in effect at the end of the last fiscal year. Many tax rates have changed over the reported time period. Some jurisdictions have variable rates.

California Transient Occupancy Tax by Jurisdiction

		Fiscal Year										
		Amounts in \$000										
	*Rate	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
KERN COUNTY												
Unincorporated	6.0%	1,202.9	1,264.3	1,326.4	1,448.2	1,486.2	1,511.9	1,346.7	1,551.4	1,212.1	883.8	1,278.6
Bakersfield	12.0%	4,001.1	3,773.8	4,210.3	4,769.0	5,136.6	4,910.7	5,347.8	5,493.5	5,747.8	6,069.0	6,594.8
California City	8.0%	6.6	3.4	4.1	2.2	5.1	4.5	7.6	10.9	8.8	10.6	4.4
Delano	10.0%	133.1	131.7	122.6	124.8	123.4	108.4	101.9	147.9	174.1	161.0	147.4
Maricopa	10.0%	9.8	9.6	11.4	14.5	14.4		12.5	23.3	23.9	12.6	17.9
McFarland	6.0%	3.4	4.4	0.5	0.5	0.6	0.5	0.7	0.9	1.0	1.0	1.2
Ridgecrest	10.0%	611.9	590.2	578.1	585.4	631.1	674.9	742.4	717.1	867.6	773.2	874.3
Taft	10.0%	32.4	27.3	22.0	28.0	35.0	43.6	55.7	52.4	47.1	29.9	28.1
Tehachapi	8.0%	134.1	135.7	162.0	138.7	177.5	143.7	161.1	136.6	191.9	235.4	257.6
Wasco	10.0%	13.0	12.6	14.9	11.2	9.9	10.7	8.1	9.9	9.9	12.9	13.6
KINGS COUNTY												
Unincorporated	10.0%	111.3	103.7	98.2	125.7	152.3	165.7	182.8	199.1	188.8	217.1	200.4
Avenal	6.0%	0.1	0.2	0.7	5.8	3.5	6.1	4.9	4.3	5.4	6.7	5.4
Corcoran	8.0%	20.9	24.8	30.8	21.5	19.6	27.7	27.4	30.5	31.0	32.2	39.2
Hanford	8.0%	126.4	117.4	115.1	136.3	168.6	185.8	221.4	307.0	321.0	280.1	293.1
Lemoore	8.0%	65.3	87.2	118.7	103.8	124.9	144.0	163.6	184.2	178.3	167.8	203.2
LAKE COUNTY												
Unincorporated	9.0%	420.7	467.8	432.8	436.0	498.7	574.9	691.5	699.1	733.8	716.0	840.0
Clearlake	9.0%	99.1	121.9	91.0	133.3	121.9	148.1	175.0	164.4	158.4	165.1	166.4
Lakeport	10.0%	116.9	113.8	115.9	113.4	109.9	132.4	172.3	163.2	168.9	167.9	162.5
LASSEN COUNTY												
Unincorporated	10.0%	34.1	31.4	21.4	24.4	22.7	31.7	55.3	50.2	51.9	50.4	50.8
Susanville	10.0%	288.2	301.9	269.4	267.1		297.2	327.3	346.6	362.5	354.3	450.7
LOS ANGELES COUNTY												
Unincorporated	12.0%	6,428.6	7,547.4	8,965.2	10,177.3	10,295.4	9,633.5	10,202.9	9,383.2	8,820.1	10,269.5	10,345.5
Agoura Hills	12.0%	236.5	322.2	404.2	533.0	605.5	786.6	896.2	782.9	1,032.6	1,334.2	1,480.4
Alhambra	12.0%	194.6	198.5	319.6	225.7	235.8	227.0	205.6	238.4	166.1	179.9	212.9
Arcadia	10.0%	895.5	977.9	1,083.3	1,179.2	1,441.3	1,672.2	2,157.5	1,700.0	1,845.6	2,007.5	2,418.6
Artesia	6.0%	115.3	100.9	114.6	114.0	103.2	105.0	128.8	145.0	141.5	120.8	117.5
Avalon	12.0%	1,372.6	1,519.1	1,587.6	1,700.6	1,995.5	2,284.0	2,344.7	2,338.5	2,370.1	2,180.0	3,061.6
Azusa	7.5%	124.0	134.8	124.7	134.0	140.7	165.1	194.3	186.9	209.5	218.1	221.8

This information has been provided to Dean Runyan Associates by the California State Controller's Office, various taxing jurisdictions and visitor associations. The tax year usually corresponds to a fiscal year ending June 30. Periodic updates of this report can be found at www.deanrunyan.com.

*Current Rate corresponds to the rate in effect at the end of the last fiscal year. Many tax rates have changed over the reported time period. Some jurisdictions have variable rates.

California Transient Occupancy Tax by Jurisdiction

	*Rate	Fiscal Year										
		Amounts in \$000										
		1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
LOS ANGELES COUNTY												
Baldwin Park	10.0%	102.6	171.1	150.2	152.5	157.7	208.9	173.7	247.0	294.5	302.9	215.9
Bell	8.0%	101.1	103.5		85.9	85.1	300.3	133.6	222.2	130.0	130.0	132.3
Bell Gardens	8.0%	108.0	126.7	87.4	87.8	123.4	80.4	154.4	113.8	104.5	152.2	149.5
Bellflower	9.0%	343.4	295.8	285.8	312.1	322.4	386.8	475.0	505.7	499.8	518.8	520.3
Beverly Hills	14.0%	8,478.3	11,518.8	12,458.4	13,085.8	14,765.0	17,419.2	17,817.9	14,648.2	14,798.0	16,683.7	19,263.7
Burbank	10.0%	2,046.0	2,058.6	2,216.8	2,452.2	2,537.5	2,799.7	3,068.3	2,892.7	3,419.2	4,235.6	4,830.1
Calabasas	12.0%	413.2	397.8	444.2	462.1	509.9	540.6	668.3	676.6	1,029.0	922.0	1,214.1
Carson	9.0%	417.3	441.9	524.2	657.1	638.1	682.3	827.8	756.4	773.6	869.4	1,196.9
Cerritos	6.0%	256.6	282.1	306.2	322.8	314.5	345.4	367.2	323.9	294.8	312.2	423.2
Claremont	10.0%	351.7	317.5	326.5	532.6	450.5	364.0	479.8	418.3	419.2	391.9	481.6
Compton		65.7	61.5	50.1	105.7	155.5	173.2	191.8	193.9	194.4	202.6	
Covina	10.0%	356.8	355.3	420.4	377.5	446.9	477.9	485.1	426.6	424.7	449.9	484.6
Cudahy		25.4	33.2	28.3	45.8	33.3	37.4	53.9	48.5	53.0	71.1	
Culver City	12.0%	1,193.1	1,356.8	1,336.2	1,565.5	1,871.7	2,115.6	2,189.6	1,708.2	1,778.6	1,864.2	1,991.3
Diamond Bar	10.0%	152.3	227.5	311.3	228.7	338.7	480.2	553.0	503.5	578.7	628.6	654.8
Downey	9.0%	579.9	571.9	604.3	661.6	667.7	729.7	801.3	769.1	780.9	814.4	862.5
Duarte	10.0%	102.7	81.2	82.0	95.5	109.3	121.4	130.7	111.7	120.5	97.7	95.2
El Monte	10.0%	174.7	137.4	140.5	176.1	151.4	181.0	234.3	256.2	263.0	298.1	310.2
El Segundo	8.0%	1,775.1	1,433.4	1,895.8	2,099.4	2,744.7	2,474.7	3,111.8	2,848.8	2,844.7	3,345.2	3,848.1
Gardena	11.0%	198.1	341.1	354.1	342.2	346.3	394.0	387.8	380.4	475.3	562.5	571.5
Glendale	10.0%	1,281.4	1,357.2	1,518.5	1,634.4	1,711.2	1,838.5	2,240.0	2,329.1	1,999.1	2,019.9	2,213.2
Glendora	6.0%	63.1	49.1	48.8	43.9	56.1	58.0	50.8	65.7	66.7	82.6	76.3
Hawthorne	12.0%	246.5	206.7	210.4	230.2	227.9	227.7	292.7	623.3	929.7	1,096.7	1,300.0
Hermosa Beach	10.0%	224.0	260.5	353.4	394.6	549.9	711.9	793.8	1,153.0	1,054.3	1,291.7	1,477.8
Huntington Park	5.0%	34.7	36.8	36.3	34.1	36.2	36.5	39.2	33.6	21.5	30.6	22.1
Industry	10.0%	411.4	422.7	521.2	530.9	447.3	510.5	488.4	419.5	466.5	696.7	811.1
Inglewood		1,438.0	1,400.4	2,041.2	1,748.2	2,115.2	2,253.5	2,265.7	1,921.6	1,800.0	1,875.0	
La Mirada	7.0%	408.3	435.3	483.7	473.6	473.6	707.6	781.1	663.1	644.4	700.3	695.9
La Puente	10.0%	41.4	37.4	37.2	44.5	50.2	49.3	66.7	78.8	79.2	80.0	82.4
Lakewood	8.0%	56.3	68.3	65.6	58.9	60.3	45.2	30.8	26.5	28.3	30.4	32.7
Lancaster	7.0%	707.3	705.8	898.5	947.2	973.6	1,022.6	1,107.3	1,025.3	1,092.1	1,214.2	1,225.2

This information has been provided to Dean Runyan Associates by the California State Controller's Office, various taxing jurisdictions and visitor associations. The tax year usually corresponds to a fiscal year ending June 30. Periodic updates of this report can be found at www.deanrunyan.com.

*Current Rate corresponds to the rate in effect at the end of the last fiscal year. Many tax rates have changed over the reported time period. Some jurisdictions have variable rates.

California Transient Occupancy Tax by Jurisdiction

	*Rate	Fiscal Year										
		Amounts in \$000										
		1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
LOS ANGELES COUNTY												
Lawndale	9.0%	160.2	217.2	206.2	185.6	201.0	281.5	366.1	320.6	297.3	345.8	405.7
Lomita	10.0%	88.1	88.9	72.9	103.0	69.1	94.2	98.3	111.4	144.0	100.8	113.7
Long Beach	12.0%	6,557.5	7,801.0	9,340.0	10,346.3	9,142.7	10,061.0	13,335.8	12,446.7	13,133.4	14,088.2	15,135.4
Los Angeles	14.0%	72,100.0	75,021.7	85,860.9	92,052.2	99,237.4	105,868.0	116,888.2	101,125.2	99,779.1	105,526.4	137,578.5
Malibu	12.0%	489.0	581.6	603.9	656.7	770.6	852.3	835.6	831.3	830.0	874.9	915.8
Manhattan Beach	10.0%	1,335.7	1,688.0	1,710.7	1,763.4	2,259.9	2,522.9	2,710.4	2,101.6	2,031.4	2,161.8	2,090.2
Maywood	5.0%	23.8	22.1	27.1	21.6	36.2	25.0	26.6	37.8	39.7	28.6	42.1
Monrovia	10.0%	548.7	495.8	570.1	680.8	833.8	829.2	829.1	769.2	774.2	877.5	960.2
Montebello	10.0%	204.1	160.8	181.6	200.9	227.1	239.6	248.2	224.7	192.6	263.9	261.5
Monterey Park	12.0%	544.2	606.3	593.4	529.6	575.4	529.0	554.5	520.9	512.5	501.1	500.0
Norwalk	10.0%	488.0	514.1	557.6	641.3	665.2	761.0	807.4	738.9	699.2	828.1	1,007.6
Palmdale	7.0%	555.2	369.7	422.5	433.9	442.4	448.9	805.6	887.9	1,036.5	1,215.8	1,317.8
Pasadena	12.1%	4,746.0	4,916.0	5,386.0	6,167.9	6,419.4	7,399.5	7,979.5	7,596.1	8,107.7	8,195.4	8,883.6
Pico Rivera	10.0%	163.5	121.8	105.7	111.4	111.4	153.5	195.6	219.3	238.6	254.0	262.7
Pomona	10.0%	919.3	1,038.8	1,140.6	1,199.9	1,255.5	1,346.9	1,445.1	1,407.1	1,348.9	1,483.0	1,473.8
Rancho Palos Verdes	10.0%	7.6	8.3	4.5	5.7	6.4	5.2	8.6	9.6	15.5	31.3	27.6
Redondo Beach	10.0%	1,712.0	1,942.8	2,087.6	2,178.2	2,326.1	2,416.3	3,030.1	2,514.5	2,525.9	2,692.0	2,646.4
Rosemead	10.0%	718.9	735.6	777.6	822.6	809.5	856.0	899.0	900.9	968.1	1,081.2	1,102.8
San Dimas	8.0%	263.4	279.7	308.7	331.6	380.2	496.2	558.8	577.8	607.8	630.5	672.6
San Gabriel	10.0%	79.0	81.2	96.6	89.5	85.4	77.2	78.2	46.7	64.5	53.6	300.0
Santa Clarita	10.0%	359.6	374.6	450.0	432.7	641.7	887.4	1,064.3	1,073.1	1,152.9	1,419.9	1,558.3
Santa Fe Springs	10.0%	136.2	115.1	104.0	146.8	196.5	227.1	232.5	257.2	237.5	252.5	242.9
Santa Monica	14.0%	9,310.2	10,925.3	12,734.8	14,200.8	15,418.2	17,880.1	19,218.2	16,348.3	17,058.7	19,850.0	23,419.1
Signal Hill	9.0%	167.9	123.4	118.6	120.8	133.0	141.2	178.3	174.2	179.7	183.8	197.0
South El Monte	8.0%	139.5	154.9	150.6	151.1	131.7	142.8	221.8	218.1	216.8	211.6	223.2
South Gate	8.0%	180.6	221.1	231.0	183.2	158.8	242.9	262.7	278.2	260.1	225.8	243.9
Temple City	10.0%	30.8	31.8	32.0	30.6	30.8	36.8	34.6	35.0	37.4	41.0	38.9
Torrance	11.0%	3,755.3	3,764.2	4,607.2	4,872.2	5,692.5	5,985.5	6,788.5	5,603.5	5,511.2	5,702.5	6,451.3
West Covina	10.0%	562.7	582.7	634.0	575.6	678.1	739.1	832.3	784.7	822.8	853.8	915.3
West Hollywood	12.5%	4,644.3	5,100.2	6,129.5	7,589.3	7,857.4	8,806.7	9,609.9	7,888.5	8,050.8	9,288.7	11,262.7
Westlake Village	10.0%	229.0	306.2	363.4	441.0	473.0	563.2	593.4	591.8	629.1	648.2	681.6

This information has been provided to Dean Runyan Associates by the California State Controller's Office, various taxing jurisdictions and visitor associations. The tax year usually corresponds to a fiscal year ending June 30. Periodic updates of this report can be found at www.deanrunyan.com.

*Current Rate corresponds to the rate in effect at the end of the last fiscal year. Many tax rates have changed over the reported time period. Some jurisdictions have variable rates.

California Transient Occupancy Tax by Jurisdiction

		Fiscal Year										
		Amounts in \$000										
	*Rate	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
LOS ANGELES COUNTY												
Whittier	10.0%	246.9	274.4	389.0	427.5	474.3	493.4	515.5	509.1	508.9	547.7	573.2
MADERA COUNTY												
Unincorporated	9.0%	936.3	1,067.9	1,072.2	1,135.4	1,182.6	1,245.2	1,312.0	1,343.2	1,395.9	1,487.9	1,608.6
Chowchilla	10.0%	23.6	21.1	23.0	32.6	34.6	35.0	40.5	66.7	69.2	74.5	82.8
Madera	9.0%	190.4	183.3	171.1	170.5	187.1	206.2	253.2	262.0	280.0	278.6	286.5
MARIN COUNTY												
Unincorporated	10.0%	863.9	987.6	1,169.0	1,301.1	1,379.1	1,372.0	1,538.2	1,501.6	1,489.8	1,445.8	1,522.6
Corte Madera	10.0%	368.7	429.4	499.0	546.4	596.8	618.4	670.1	540.5	481.5	514.1	520.5
Fairfax	10.0%					15.5	22.8	28.8	26.9	24.1	27.7	20.1
Larkspur	10.0%	445.8	470.8	496.8	561.9	576.6	620.8	628.0	426.9	406.0	409.4	383.1
Mill Valley	10.0%	128.1	167.6	203.2	212.1	229.3	356.6	435.8	369.2	326.4	349.6	388.8
Novato	11.0%	200.2	262.4	288.7	383.0	502.5	1,007.6	1,135.6	950.0	869.4	886.8	931.4
San Rafael	10.0%	1,139.0	1,159.2	1,402.1	1,567.2	1,695.2	1,847.4	1,816.6	1,452.7	1,395.3	1,279.0	1,339.7
Sausalito	12.0%	233.0	366.4	451.2	530.6	606.3	672.7	686.5	595.6	593.7	641.6	782.2
Tiburon	10.0%	228.3	249.1	296.1	295.1	289.5	317.7	450.7	432.1	367.1	331.1	314.0
MARIPOSA COUNTY												
Unincorporated	10.0%	5,482.7	5,122.3	4,968.7	5,715.9	5,984.7	6,141.3	6,808.0	7,248.1	7,459.5	7,830.9	8,296.5
MENDOCINO COUNTY												
Unincorporated	10.0%	2,973.1	2,740.8	2,768.1	3,056.3	3,360.4	3,589.9	3,966.1	3,863.4	3,551.5	3,520.4	3,577.7
Fort Bragg	10.0%	730.9	750.3	778.1	783.3	924.7	1,093.2	1,239.6	1,344.6	1,298.5	1,317.0	1,311.5
Point Arena	10.0%	38.3	43.2	44.9	46.2	41.1	53.1	70.5	57.6	53.4	54.7	64.9
Ukiah	8.0%	191.9	204.9	195.1	185.8	211.5	233.2	274.1	297.3	390.2	410.8	421.5
Willits	9.0%	140.0	150.3	137.4	142.1	140.5	168.3	193.4	201.5	194.4	202.6	203.4
MERCED COUNTY												
Unincorporated	10.0%	434.0	248.6	287.0	356.0	341.2	604.9	412.2	385.9	459.7	595.1	154.6
Atwater	8.0%	41.1	44.6	25.1	34.4	36.5	43.9	53.3	61.9	60.2	60.6	64.1
Gustine	7.0%	0.9	0.8	0.3	0.2	0.3	0.5	0.3	0.5	0.0	0.2	0.2
Livingston		6.0	2.0	1.8	1.8	2.1	2.2	2.4	1.9	2.1	2.5	
Los Banos	10.0%	102.8	101.9	96.6	113.1	122.3	147.5	121.0	156.9	142.8	205.0	195.6
Merced	10.0%	577.6	624.6	522.4	547.6	580.8	610.2	666.6	654.3	630.8	716.8	721.7

This information has been provided to Dean Runyan Associates by the California State Controller's Office, various taxing jurisdictions and visitor associations. The tax year usually corresponds to a fiscal year ending June 30. Periodic updates of this report can be found at www.deanrunyan.com.

*Current Rate corresponds to the rate in effect at the end of the last fiscal year. Many tax rates have changed over the reported time period. Some jurisdictions have variable rates.

California Transient Occupancy Tax by Jurisdiction

		Fiscal Year										
		Amounts in \$000										
	*Rate	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
MODOC COUNTY												
Unincorporated	4.0%	8.3	10.8	9.2	10.4	11.8	15.1	19.5	22.4	22.6	25.4	27.6
Alturas	10.0%	96.7	108.2	97.0	91.8	102.0	104.3	107.6	135.6	134.7	139.2	133.7
MONO COUNTY												
Unincorporated	12.0%	789.9	804.4	839.9	1,068.8	848.9	1,106.7	1,087.7	1,314.4	1,880.0	2,073.0	2,126.1
Mammoth Lakes	12.0%	3,741.1	3,756.4	4,043.6	4,218.5	4,381.5	4,988.5	5,535.5	5,994.6	7,663.3	8,380.9	9,611.8
MONTREY COUNTY												
Unincorporated	10.5%	8,085.6	9,537.9	10,544.3	10,435.0	11,285.0	12,674.9	14,278.4	13,286.5	13,476.8	13,452.3	14,420.2
Carmel-By-The-Sea	10.0%	2,765.1	3,237.2	3,523.3	3,550.6	3,603.7	3,941.8	3,911.8	3,637.6	3,345.3	3,490.8	3,527.7
Gonzales	8.0%	3.1	3.2	6.5	3.3	3.0	3.1	2.8	2.7	2.5	3.3	2.4
Greenfield	8.0%	7.1	6.0	13.9	15.5	14.3	9.7	12.4	20.6	31.2	12.9	12.1
King City	10.0%	209.7	175.3	173.7	177.0	201.6	262.6	297.7	251.2	263.1	248.6	237.7
Marina	10.0%	389.4	440.2	470.3	522.5	457.4	840.7	1,055.9	967.4	1,025.2	1,151.5	1,025.4
Monterey	10.0%	9,457.6	10,793.5	11,816.5	12,630.8	12,949.7	14,345.7	14,550.5	12,875.0	12,531.0	12,829.3	13,628.1
Pacific Grove	10.0%	1,992.7	2,320.4	2,455.4	2,531.4	2,587.5	2,996.4	3,028.2	2,937.8	2,785.5	2,859.8	2,878.2
Salinas	10.0%	800.4	859.0	1,076.4	1,141.8	1,274.2	1,319.8	1,558.5	1,407.6	1,340.1	1,386.9	1,542.1
Seaside	12.0%	357.6	905.5	1,444.4	1,739.9	1,682.5	2,043.7	2,116.8	1,862.2	1,801.9	1,765.5	1,829.7
Soledad	9.0%	75.4	85.6	81.5	87.5	64.6	103.3	96.8	81.5	74.9	76.9	94.9
NAPA COUNTY												
Unincorporated	12.0%	3,899.0	3,604.1	4,025.3	4,393.7	4,865.1	5,029.4	5,743.1	4,293.5	4,774.4	4,778.8	6,001.1
American Canyon	12.0%											117.8
Calistoga	12.0%	1,225.2	1,348.4	1,637.8	1,898.5	2,110.2	2,253.2	2,335.7	2,381.8	2,262.5	2,193.7	2,229.5
Napa	12.0%	2,220.8	3,031.6	2,923.8	3,320.5	3,584.5	4,056.6	4,386.5	4,268.9	4,753.7	5,121.8	5,695.0
St. Helena	12.0%	599.1	711.9	839.4	909.9	1,021.0	1,167.6	1,189.9	1,080.4	1,096.5	1,147.2	1,146.1
Yountville	12.0%	605.9	702.7	825.0	948.9	1,415.4	1,955.9	2,117.3	1,989.1	2,090.0	2,411.1	2,842.5
NEVADA COUNTY												
Unincorporated	10.0%	189.4	178.8	215.3	229.3	250.0	230.0	275.0	264.6	266.5	277.9	188.9
Grass Valley	10.0%	109.8	114.3	119.8	122.9	129.8	126.1	144.4	131.4	196.4	238.9	425.4
Nevada City	10.0%	241.8	240.6	269.1	289.1	348.5	362.5	366.9	358.8	428.5	331.7	353.4
Truckee	10.0%	597.8	571.3	607.6	710.8	771.8	928.5	978.6	1,030.0	1,002.9	927.7	1,010.4
ORANGE COUNTY												
Unincorporated	10.0%	10.0		281.6	147.2	296.2	158.8	337.5	232.0	230.0	235.7	204.8
Anaheim	15.0%	36,512.5	44,702.9	44,619.0	44,359.5	44,726.9	45,652.1	57,521.3	57,037.3	55,508.5	62,336.4	65,794.6

This information has been provided to Dean Runyan Associates by the California State Controller's Office, various taxing jurisdictions and visitor associations. The tax year usually corresponds to a fiscal year ending June 30. Periodic updates of this report can be found at www.deanrunyan.com.

*Current Rate corresponds to the rate in effect at the end of the last fiscal year. Many tax rates have changed over the reported time period. Some jurisdictions have variable rates.

California Transient Occupancy Tax by Jurisdiction

		Fiscal Year										
		Amounts in \$000										
	*Rate	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
ORANGE COUNTY												
Brea	10.0%	748.1	749.6	836.0	941.1	1,029.8	1,124.1	1,250.9	1,155.4	1,154.3	1,184.8	1,198.9
Buena Park	12.0%	2,585.7	2,681.1	3,044.1	2,986.1	3,422.9	3,384.4	3,767.6	3,783.5	3,612.9	3,884.0	4,150.4
Costa Mesa	6.0%	2,640.8	2,977.7	3,466.9	3,846.2	4,428.3	4,118.0	4,687.8	3,854.2	3,812.7	4,150.4	4,684.6
Cypress	10.0%	546.3	587.2	692.8	664.4	862.3	1,017.0	1,101.6	1,034.2	1,191.4	1,346.2	1,499.6
Dana Point	10.0%	4,136.2	4,402.2	5,038.0	5,189.2	6,079.0	5,944.8	6,250.0	7,102.8	8,109.6	8,367.4	7,660.1
Fountain Valley	9.0%	460.9	591.7	580.5	623.6	640.9	680.4	756.0	647.7	619.6	637.5	720.9
Fullerton	10.0%	1,266.8	1,246.8	1,398.7	1,457.2	1,464.8	1,616.8	1,806.0	1,533.8	1,486.7	1,638.3	1,739.1
Garden Grove	13.0%	1,295.7	1,481.2	1,586.1	1,687.5	1,453.8	1,904.0	3,221.9	4,280.8	5,861.6	8,628.3	9,820.5
Huntington Beach	10.0%	1,039.0	1,632.9	1,295.1	1,305.8	1,430.2	1,592.8	2,431.7	2,140.4	3,490.5	4,589.8	5,355.2
Irvine	8.0%	3,625.6	4,198.6	4,828.8	5,570.1	5,730.2	6,446.1	7,288.0	6,009.5	6,112.1	6,688.2	7,295.0
La Palma	7.0%	99.8	130.2	148.8	185.1	193.8	187.3	214.0	184.1	143.1	164.2	212.6
Laguna Beach	10.0%	2,053.3	2,375.2	2,644.8	2,902.2	3,025.1	3,385.4	3,783.3	3,619.1	3,694.4	5,152.2	7,308.1
Laguna Hills	10.0%	204.3	226.5	710.9	843.0	888.1	961.7	1,041.7	840.8	962.2	987.6	980.6
Laguna Niguel	8.0%	32.7	2.2	4.6	12.2	10.2	12.4	16.9	25.3	34.3	45.1	42.0
Lake Forest	10.0%	322.8	365.1	376.6	609.8	786.7	1,001.4	1,139.9	960.2	1,051.4	1,305.7	1,789.2
Los Alamitos	8.0%	38.3	34.4		31.7	41.4	46.6	72.4	64.6	47.4	60.0	34.5
Mission Viejo	8.0%	122.0	136.5	157.1	166.3	186.4	237.6	431.6	402.9	396.7	419.9	404.2
Newport Beach	10.0%	5,994.0	6,322.1	6,925.2	7,668.3	7,498.0	8,082.7	8,017.2	7,666.9	8,784.0	10,785.3	11,644.8
Orange	10.0%	2,036.2	2,202.2	2,548.1	2,707.8	2,734.0	2,874.4	3,281.6	2,755.0	2,635.3	2,740.4	2,772.2
Placentia	10.0%	450.8	442.0	524.6	469.8	478.1	512.2	572.9	528.9	499.4	528.8	603.1
San Clemente	10.0%	390.7	449.9	635.5	635.7	723.3	988.3	994.9	1,008.7	961.9	1,043.0	1,160.1
San Juan Capistrano	10.0%	98.5	63.0	80.3	76.0	142.1	144.3	163.0	225.2	197.2	226.2	213.5
Santa Ana	9.0%	2,545.8	2,611.7	3,094.9	3,443.5	3,706.5	3,864.6	4,366.5	3,899.3	3,997.3	4,437.8	5,469.6
Seal Beach	9.0%	127.8	199.4	183.9	236.3	260.0	293.7	300.5	285.1	480.3	608.5	623.8
Stanton	8.0%	255.7	282.2	292.9	331.2	364.2	375.7	410.6	325.1	297.0	269.0	310.7
Tustin	6.0%	96.0	104.9	115.7	130.3	131.4	138.0	154.3	144.2	147.4	150.8	139.9
Westminster	8.0%	237.3	237.1	272.0	300.9	336.3	358.9	409.7	424.5	403.4	460.1	483.8
Yorba Linda	10.0%	186.0	183.4	186.2	148.6	197.9	219.9	211.1	210.6	213.9	292.4	354.5
PLACER COUNTY												
Unincorporated	10.0%	4,201.4	4,123.8	5,105.5	6,256.6	6,934.9	7,348.3	7,577.5	7,451.1	7,033.9	7,185.3	7,822.6
Auburn	8.0%	51.3	158.8	154.2	173.1	170.3	182.0	205.9	207.9	198.6	204.7	215.6

This information has been provided to Dean Runyan Associates by the California State Controller's Office, various taxing jurisdictions and visitor associations. The tax year usually corresponds to a fiscal year ending June 30. Periodic updates of this report can be found at www.deanrunyan.com.

*Current Rate corresponds to the rate in effect at the end of the last fiscal year. Many tax rates have changed over the reported time period. Some jurisdictions have variable rates.

California Transient Occupancy Tax by Jurisdiction

Fiscal Year

Amounts in \$000

	*Rate	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
PLACER COUNTY												
Colfax	8.0%	8.7	11.6	4.5	9.8	8.6	9.3	10.7	10.3	11.0	11.0	12.8
Lincoln	10.0%						8.8	55.9	44.6	34.3	22.9	17.1
Loomis	8.0%	12.6	14.6	13.6	16.9	16.6	14.5	18.3	17.5	25.0	25.0	38.0
Rocklin	8.0%	154.5	183.9	245.4	223.4	268.8	360.6	598.3	422.8	244.3	545.5	542.2
Roseville	6.0%	262.8	265.5	281.8	402.9	671.7	948.7	1,118.3	1,086.6	1,197.6	1,327.6	1,512.2
PLUMAS COUNTY												
Unincorporated	9.0%	684.9	716.3	774.4	768.2	850.0	940.1	993.2	1,063.6	1,083.1	1,070.5	1,065.1
Portola	9.0%	7.6	9.6	11.2	9.9	13.4	13.1	14.7	14.7	15.4	18.1	16.8
RIVERSIDE COUNTY												
Unincorporated	10.0%	1,018.6	830.7	796.9	775.8	870.4	944.0	1,193.8	1,275.0	1,242.3	1,149.0	1,461.0
Banning	6.0%	72.6	103.0	119.5	91.8	137.2	150.4	192.7	151.0	139.4	175.2	192.6
Beaumont	10.0%	11.0	38.2	49.0	50.6	60.6	72.6	69.7	67.8	107.0	121.6	144.8
Blythe	10.0%	473.2	524.0	540.3	598.0	642.8	648.0	678.4	871.8	847.8	749.2	738.2
Calimesa	10.0%	11.7	9.9	14.6	11.1	11.0	11.2	10.7	11.5	12.3	14.9	22.2
Canyon Lake	10.0%	7.5	7.6	8.5	3.8	3.2	10.9	5.6	8.0	8.5	16.3	24.4
Cathedral City	11.0%	1,098.7	788.1	853.2	1,115.5	1,382.2	1,363.1	1,391.3	1,094.7	1,472.2	1,248.0	1,296.0
Corona	10.0%	331.1	349.6	383.5	468.6	527.9	717.4	816.8	846.5	855.5	914.7	1,088.5
Desert Hot Springs	10.0%	492.6	535.3	533.8	597.6	691.4	731.4	817.6	849.2	774.9	782.7	817.1
Hemet	10.0%	185.0	234.4	245.1	266.6	288.0	306.7	343.2	381.8	432.2	481.9	594.6
Indian Wells	9.3%	3,108.8	3,327.6	3,541.2	3,922.1	4,265.8	4,432.4	4,421.0	3,166.1	3,639.3	4,267.2	4,884.7
Indio	10.0%	611.7	639.7	702.7	693.1	826.3	914.2	964.2	995.9	1,040.9	1,097.4	1,220.0
La Quinta	11.0%	2,533.6	2,676.0	3,071.8	3,236.3	3,547.7	4,198.0	4,249.8	3,967.0	4,115.9	4,261.8	4,831.3
Lake Elsinore	10.0%	82.7	77.4	80.4	87.6	103.5	106.9	117.7	115.2	124.3	123.7	127.9
Moreno Valley	8.0%	205.9	217.5	209.1	220.6	233.5	271.8	305.2	301.2	358.5	455.0	519.2
Norco	8.0%	35.9	26.4	30.6	60.2	38.2	30.9	44.4	28.5	47.3	70.1	68.6
Palm Desert	9.0%	4,654.0	4,919.3	5,458.2	6,594.7	7,351.9	7,834.4	7,415.0	7,050.1	7,435.9	7,609.2	7,718.3
Palm Springs	12.5%	7,636.5	8,403.1	9,092.3	9,714.2	10,954.2	11,861.0	11,681.4	12,046.1	12,420.3	12,317.4	13,360.0
Perris	10.0%	51.0	43.9	65.4	80.2	63.6	65.6	80.9	75.7	84.6	85.5	104.1
Rancho Mirage	10.0%	3,986.0	4,136.5	4,518.0	4,917.2	4,982.6	5,208.6	5,442.3	4,926.0	5,195.7	5,148.7	5,687.3
Riverside	11.0%	1,294.6	1,371.5	1,496.3	1,858.3	2,110.9	2,322.4	2,396.2	2,739.0	2,868.5	3,169.5	3,418.1
San Jacinto	8.0%	7.3	7.4	8.6	10.1	9.1	13.6	13.8	15.6	12.9	17.4	24.7
Temecula	8.0%	638.9	675.4	752.7	854.0	1,012.6	1,206.1	1,345.5	1,424.2	1,564.8	1,622.0	1,849.8

This information has been provided to Dean Runyan Associates by the California State Controller's Office, various taxing jurisdictions and visitor associations. The tax year usually corresponds to a fiscal year ending June 30. Periodic updates of this report can be found at www.deanrunyan.com.

*Current Rate corresponds to the rate in effect at the end of the last fiscal year. Many tax rates have changed over the reported time period. Some jurisdictions have variable rates.

California Transient Occupancy Tax by Jurisdiction

		Fiscal Year										
		Amounts in \$000										
	*Rate	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
SACRAMENTO COUNTY												
Unincorporated	12.0%	4,603.2	4,985.7	5,524.5	6,100.5	6,364.4	7,754.8	8,624.8	8,363.5	8,065.1	6,043.1	6,050.5
Citrus Heights	12.0%				49.4	44.8	51.8	66.0	57.8	65.4	42.0	30.6
Folsom	8.0%	198.4	154.0	301.9	250.4	262.3	565.4	718.4	667.2	711.4	850.4	1,074.2
Galt	10.0%	49.7	56.7	39.5	99.8	108.2	129.6	152.1	156.9	144.2	136.4	129.4
Isleton	10.0%	6.1	2.8	1.5	1.5	2.2	2.8	4.2	4.5	6.0	4.5	5.9
Rancho Cordova	12.0%										2,258.2	2,697.0
Sacramento	12.0%	9,477.1	9,825.7	10,441.1	11,940.4	12,795.3	13,841.8	15,785.8	15,762.5	16,199.1	16,106.2	17,238.1
SAN BENITO COUNTY												
Unincorporated	8.0%	61.2	81.0	91.0	95.6	97.0	90.4	95.7	128.2	97.2	96.9	90.6
Hollister	8.0%	48.9	74.1	87.9	88.7	116.2	100.4	114.9	99.1	90.7	88.8	97.3
San Juan Bautista	12.0%	52.5	43.7	78.3	89.6	100.5	92.9	107.5	98.5	100.4	79.0	96.8
SAN BERNARDINO COUNTY												
Unincorporated	7.0%	1,153.2	1,251.0	1,115.2	1,168.8	1,153.6	1,277.2	1,422.7	1,466.8	1,153.8	1,165.2	1,182.9
Adelanto	10.0%	39.2	33.9	34.2	32.3	16.5		26.0	30.1	21.8	44.4	31.9
Apple Valley	7.0%	5.2	4.9	3.0	4.2	6.3	6.6	9.0	8.4	9.0	10.1	12.1
Barstow	12.5%	1,074.2	1,096.3	1,195.4	1,110.2	1,285.2	1,302.0	1,441.1	1,268.9	1,346.7	1,741.0	1,961.5
Big Bear Lake	6.0%	980.1	957.5	1,100.1	1,335.2	1,419.6	1,581.7	1,859.3	1,831.6	1,878.2	1,891.2	2,243.6
Chino	8.0%	86.7	146.9	123.6	135.7	139.2	150.2	161.7	174.1	162.7	182.4	305.2
Colton	10.0%	135.5	107.5	91.5	119.0	115.9	151.3	126.5	184.9	149.2	322.6	436.5
Fontana	8.0%	141.9	141.6	142.3	167.8	192.4	205.8	182.9	260.6	329.1	362.7	396.2
Hesperia	7.0%	57.9	47.3	36.8	77.2	67.4	104.0	120.5	121.1	175.1	354.1	428.3
Highland	7.0%	21.1	21.4	23.1	24.1	26.2	26.5	28.1	29.0	29.1	37.7	42.3
Loma Linda	10.0%	2.0	2.6		5.9	5.7	7.5	8.4	8.9	8.8	8.3	3.2
Montclair	10.0%	19.9	13.6	16.9	13.6	18.7	16.0	13.4	20.6	24.3	23.5	21.2
Needles	10.0%			368.4	388.2	444.7	481.6	518.5	570.6	547.3	544.1	538.9
Ontario	11.8%	4,104.1	4,387.2	5,162.0	5,781.7	6,684.0	7,447.9	7,488.4	8,180.4	8,673.7	9,400.0	10,381.2
Rancho Cucamonga	10.0%	126.8	120.1	169.9	166.9	153.9	212.0	217.7	229.4	347.1	254.5	191.2
Redlands	10.0%	206.6	183.8	202.3	229.8	226.6	282.5	341.3	398.1	431.7	488.2	612.3
Rialto	9.0%	114.4	57.6	35.9	145.5	178.2	184.3	141.2	162.9	167.2	182.3	203.3
San Bernardino	10.0%	1,399.2	1,427.0	1,733.9	1,679.5	1,893.0	1,954.5	2,272.8	2,423.1	2,540.4	2,797.3	2,978.2
Twentynine Palms	9.0%	154.8	171.1	207.3	207.0	239.1	284.4	322.6	374.5	387.0	458.8	479.3
Upland	10.0%	63.7	65.9	72.3	75.4	81.3	77.5	66.9	98.0	96.2	117.3	130.0

This information has been provided to Dean Runyan Associates by the California State Controller's Office, various taxing jurisdictions and visitor associations. The tax year usually corresponds to a fiscal year ending June 30. Periodic updates of this report can be found at www.deanrunyan.com.

*Current Rate corresponds to the rate in effect at the end of the last fiscal year. Many tax rates have changed over the reported time period. Some jurisdictions have variable rates.

California Transient Occupancy Tax by Jurisdiction

	*Rate	Fiscal Year										
		Amounts in \$000										
		1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
SAN BERNARDINO COUNTY												
Victorville	7.0%	447.7	435.3	479.8	483.6	500.3	559.2	645.1	732.5	744.6	747.3	790.1
Yucaipa	7.0%	2.8	2.9	4.4	4.9	5.8	13.8	14.7	15.7	16.7	19.8	21.8
Yucca Valley	7.0%	62.6	72.1	70.0	76.1	83.8	103.6	110.1	113.3	116.7	128.1	136.5
SAN DIEGO COUNTY												
Unincorporated	9.0%	2,026.9	2,383.3	2,232.2	2,489.9	2,680.0	2,739.1	2,938.0	2,905.1	2,967.7	2,961.2	3,851.3
Carlsbad	10.0%	3,252.3	3,406.9	3,879.8	5,841.2	7,010.2	8,287.8	9,234.7	8,443.1	8,302.7	8,933.5	10,031.6
Chula Vista	10.0%	1,174.2	1,316.3	1,445.4	1,684.2	1,806.8	1,990.9	2,159.0	2,051.3	2,024.4	1,884.5	2,203.1
Coronado	8.0%	4,292.8	5,300.5	6,117.4	6,913.9	7,206.9	7,825.4	7,903.0	7,252.5	7,785.2	7,991.0	8,231.5
Del Mar	10.5%	739.1	864.2	1,023.0	1,203.5	1,333.0	1,495.7	1,512.7	1,342.0	1,409.6	1,489.1	1,489.1
El Cajon	10.0%	486.5	508.6	550.9	704.2	753.3	826.1	830.1	943.5	935.0	997.3	1,008.5
Encinitas	10.0%	347.9	485.3	541.1	627.2	853.7	972.7	1,044.0	938.4	928.2	1,000.3	1,001.9
Escondido	10.0%	489.9	503.7	522.4	626.6	843.2	955.0	1,141.1	1,059.0	1,119.1	1,189.3	1,176.5
Imperial Beach	10.0%	42.7	52.9	81.9	101.8	121.2	153.0	216.9	215.6	272.9	233.9	279.8
La Mesa	10.0%	365.8	401.9	457.2	547.8	642.2	642.9	901.7	733.9	743.5	820.5	859.0
Lemon Grove	6.0%	35.4	25.8	19.3	19.0	22.8	26.1	29.5	30.6	28.3	28.6	31.2
National City	10.0%	577.6	517.2	566.3	717.4	847.1	871.8	1,034.1	1,039.2	915.8	1,010.6	891.4
Oceanside	10.0%	525.7	631.9	694.2	840.0	989.1	1,437.8	1,570.0	1,562.9	1,636.6	1,824.1	2,014.9
Poway	8.0%	43.8	49.2	62.4	73.5	84.1	99.9	115.6	91.9	115.8	167.7	167.7
San Diego	10.5%	56,851.0	64,201.9	74,042.4	84,261.9	92,127.4	96,615.9	108,871.2	98,327.3	108,200.0	110,306.7	121,023.5
San Marcos	10.0%	37.6	41.3	55.5	63.6	90.5	95.4	80.3	209.4	245.9	279.0	282.9
Santee	6.0%	54.4	63.2	71.3	74.7	83.8	91.7	98.5	99.9	109.1	116.9	123.9
Solana Beach	10.0%	211.5	240.2	256.6	356.4	383.9	428.3	598.1	534.2	515.6	561.4	730.3
Vista	10.0%	156.7	168.6	188.3	242.4	263.4	276.7	302.5	300.4	326.8	356.3	365.6
SAN FRANCISCO COUNTY												
San Francisco	14.0%	94,101.6	102,960.0	137,649.1	150,163.0	156,313.3	177,887.0	188,377.2	133,336.9	130,036.6	145,205.9	157,150.7
SAN JOAQUIN COUNTY												
Unincorporated	8.0%	198.1	231.6	211.0	218.9	215.1	243.7	295.0	268.5	346.7	313.7	340.0
Escalon	10.0%	2.7	4.9	4.2	3.6	3.7	3.3	2.3	2.7	2.3	1.2	3.7
Lathrop	9.0%				99.0	139.9	172.2	220.2	135.7	149.4	151.5	165.8
Lodi	9.0%	248.4	277.8	249.1	277.8	305.3	318.0	390.2	438.7	399.8	316.8	352.5
Manteca	9.0%	178.6	193.8	205.0	240.6	269.1	307.2	352.6	335.5	329.9	367.1	461.2

This information has been provided to Dean Runyan Associates by the California State Controller's Office, various taxing jurisdictions and visitor associations. The tax year usually corresponds to a fiscal year ending June 30. Periodic updates of this report can be found at www.deanrunyan.com.

*Current Rate corresponds to the rate in effect at the end of the last fiscal year. Many tax rates have changed over the reported time period. Some jurisdictions have variable rates.

California Transient Occupancy Tax by Jurisdiction

Fiscal Year

Amounts in \$000

	*Rate	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
SAN JOAQUIN COUNTY												
Ripon	10.0%	2.5	2.3	2.2	2.3	2.3	2.3	2.8	3.3	4.1	5.0	3.9
Stockton	8.0%	1,120.8	808.9	854.3	947.0	1,385.4	1,549.4	1,989.3	2,005.0	2,046.6	2,029.5	2,160.4
Tracy	10.0%	265.2	181.9	140.4	225.6	351.7	557.5	719.3	656.8	672.1	699.7	769.0
SAN LUIS OBISPO COUNTY												
Unincorporated	9.0%	2,403.8	2,667.2	2,879.9	2,981.1	3,333.2	3,617.2	4,058.4	4,296.4	4,495.4	4,816.9	4,966.8
Arroyo Grande	10.0%	229.9	253.7	185.0	178.0	185.1	191.0	250.6	339.3	361.3	399.8	390.6
Atascadero	10.0%	157.9	177.4	177.4	191.0	200.0	261.7	296.2	260.5	281.0	313.5	386.2
El Paso De Robles	10.0%	455.6	481.8	527.2	583.1	629.3	759.4	1,192.9	1,039.8	1,123.5	1,297.1	1,468.9
Grover Beach	10.0%	46.9	61.9	112.2	127.4	136.7	143.6	140.2	165.6	158.1	174.2	180.0
Morro Bay	10.0%	985.6	1,067.6	1,101.9	1,198.9	1,465.7	1,604.5	1,771.9	1,776.2	1,712.3	1,730.9	1,636.9
Pismo Beach	10.0%	2,591.1	2,917.9	2,980.5	3,004.2	3,061.9	3,703.1	4,144.3	4,291.9	4,333.7	4,649.9	4,921.2
San Luis Obispo	10.0%	2,462.0	2,648.8	2,821.4	3,002.9	3,256.8	3,582.0	3,915.7	3,790.3	3,842.6	3,922.2	4,079.8
SAN MATEO COUNTY												
Unincorporated	10.0%	1,614.5	1,782.6	2,064.8	1,833.2	328.4	540.0	766.5	665.8	528.6	624.9	666.4
Belmont	10.0%	265.2	342.0	552.5	568.0	773.5	875.0	1,198.3	1,030.8	900.5	737.7	860.6
Brisbane	10.0%							549.0	374.0	345.1	568.9	550.4
Burlingame	10.0%	7,627.0	8,770.1	10,318.3	11,752.0	11,727.0	13,228.7	13,836.5	7,698.0	6,136.0	7,299.3	8,066.6
Daly City	10.0%	153.3	167.4	191.0	214.5	229.6	274.7	269.0	274.7	314.3	324.0	335.6
Foster City	8.0%	691.9	773.4	929.4	1,222.4	1,500.7	1,616.7	1,690.0	1,045.7	853.2	845.8	887.5
Half Moon Bay	10.0%	459.4	417.2	365.8	872.8	817.0	1,032.3	1,605.0	2,479.4	2,532.3	2,675.6	2,840.7
Menlo Park	10.0%	877.4	1,009.9	1,122.8	1,303.0	1,378.7	1,535.0	1,632.6	1,165.5	973.2	958.8	1,101.9
Millbrae	10.0%	2,561.8	3,029.9	3,579.0	3,946.9	4,092.8	4,467.1	4,456.3	2,734.7	2,241.6	2,219.0	2,281.0
Pacifica	10.0%	192.1	324.8	344.3	412.6	452.4	594.9	748.3	581.4	508.5	325.7	591.0
Redwood City	10.0%	1,153.8	1,303.4	1,492.8	1,634.5	2,134.4	2,464.9	2,599.8	1,570.7	1,484.8	1,837.4	2,227.6
San Bruno	10.0%	814.0	850.3	1,099.4	1,058.5	1,242.1	1,382.7	1,595.0	986.0	848.9	799.3	918.7
San Carlos	10.0%	115.3	133.2	155.0	321.4	707.6	1,005.0	1,188.0	612.0	463.0	429.2	479.1
San Mateo	10.0%	1,389.7	1,634.7	1,919.0	2,030.9	3,079.8	4,052.5	5,617.0	3,500.0	2,891.1	2,840.0	3,082.4
So. San Francisco	9.0%	3,861.6	4,332.5	5,008.7	5,462.0	5,547.9	5,404.7	6,057.1	4,023.7	3,852.1	3,927.0	4,511.9

This information has been provided to Dean Runyan Associates by the California State Controller's Office, various taxing jurisdictions and visitor associations. The tax year usually corresponds to a fiscal year ending June 30. Periodic updates of this report can be found at www.deanrunyan.com.

*Current Rate corresponds to the rate in effect at the end of the last fiscal year. Many tax rates have changed over the reported time period. Some jurisdictions have variable rates.

California Transient Occupancy Tax by Jurisdiction

		Fiscal Year										
		Amounts in \$000										
	*Rate	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
SANTA BARBARA COUNTY												
Unincorporated	10.0%	3,402.2	3,472.1	3,611.9	4,159.7	4,648.2	5,144.6	6,503.3	6,807.6	7,009.1	7,048.0	7,106.8
Buellton	10.0%	540.5	574.6	633.4	683.2	720.9	787.0	845.1	857.8	862.6	949.6	1,033.3
Carpinteria	10.0%	444.1	570.3	571.8	672.8	731.1	826.1	1,030.6	1,005.7	1,039.1	1,073.9	1,177.9
Lompoc	10.0%	610.7	643.2	652.5	723.7	717.4	807.7	937.2	945.2	968.2	1,077.3	1,224.2
Santa Barbara	12.0%	6,445.4	6,662.4	7,428.7	7,845.6	8,685.1	9,392.0	10,170.7	11,805.4	11,837.3	12,438.8	13,297.8
Santa Maria	10.0%	1,031.3	1,180.0	1,298.7	1,339.8	1,486.9	1,611.2	1,805.9	1,744.7	1,784.7	2,075.5	1,833.6
Solvang	10.0%	984.1	1,253.7	1,429.0	1,345.3	1,339.7	1,513.2	1,628.0	1,628.5	1,631.3	1,759.6	1,856.7
SANTA CLARA COUNTY												
Unincorporated	8.0%	270.9	211.6	241.8	283.8	297.8	322.1	436.1	307.3	375.7	405.0	429.9
Campbell	10.0%	431.9	643.6	789.1	878.1	930.5	1,224.4	1,573.9	1,053.9	970.0	882.5	894.2
Cupertino	10.0%	736.2	812.6	922.1	1,034.3	1,481.2	1,851.7	2,325.2	1,547.0	1,679.2	1,632.5	1,791.0
Gilroy	9.0%	332.2	379.7	493.0	555.6	551.6	708.4	929.7	870.9	768.1	737.7	782.1
Los Altos	11.0%	3.5	4.3	4.1	3.3	2.8	0.2	0.0	254.9	633.9	945.6	1,058.0
Los Gatos	10.0%	519.9	684.3	881.9	1,012.6	1,025.0	1,215.7	1,286.3	788.4	713.1	829.0	868.8
Milpitas	10.0%	1,473.2	2,496.7	2,973.1	3,884.1	4,760.2	6,327.7	8,097.6	5,734.0	4,968.4	4,670.5	4,988.8
Morgan Hill	10.0%	364.4	460.1	600.9	675.9	756.8	1,089.9	1,369.2	931.7	882.2	874.6	956.3
Mountain View	10.0%	1,247.3	1,500.9	1,741.8	2,267.0	2,565.6	3,778.0	4,764.4	2,873.9	2,367.4	2,246.1	2,582.8
Palo Alto	10.0%	3,642.5	4,279.0	5,106.7	5,846.3	6,550.7	8,293.2	9,358.9	6,614.8	5,333.0	5,489.0	5,813.5
San Jose	10.0%	9,766.9	12,047.3	14,536.1	17,552.1	18,203.3	20,681.3	25,508.1	16,577.5	14,785.5	14,675.7	15,934.7
Santa Clara	9.5%	5,710.4	7,142.9	8,415.1	10,286.6	10,377.6	11,456.4	14,811.2	9,393.4	8,223.2	6,323.4	7,928.8
Saratoga	10.0%	162.2	180.5	242.2	253.7	233.2	271.7	286.0	218.8	186.4	178.1	147.0
Sunnyvale	8.5%	3,911.6	5,011.1	6,092.5	7,273.4	7,566.3	6,993.1	10,699.7	6,263.3	4,093.1	4,743.6	5,047.6
SANTA CRUZ COUNTY												
Unincorporated	10.0%	2,113.3	2,362.2	2,709.0	3,117.5	3,305.5	3,841.1	4,082.0	3,262.0	2,982.2	3,375.0	3,806.6
Capitola	10.0%	241.0	262.3	260.1	286.4	300.8	340.8	513.0	470.1	458.5	493.4	516.8
Santa Cruz	10.0%	2,234.4	2,570.6	2,711.0	2,716.4	3,174.7	3,541.4	3,900.9	3,137.4	2,932.3	3,016.5	3,067.8
Scotts Valley	10.0%	91.0	98.1	98.2	101.1	105.3	392.1	581.4	442.5	461.6	483.3	542.2
Watsonville	10.0%	223.7	223.8	281.2	281.4	466.6	465.4	567.4	704.0	539.9	580.3	598.3

This information has been provided to Dean Runyan Associates by the California State Controller's Office, various taxing jurisdictions and visitor associations. The tax year usually corresponds to a fiscal year ending June 30. Periodic updates of this report can be found at www.deanrunyan.com.

*Current Rate corresponds to the rate in effect at the end of the last fiscal year. Many tax rates have changed over the reported time period. Some jurisdictions have variable rates.

California Transient Occupancy Tax by Jurisdiction

		Fiscal Year										
		Amounts in \$000										
	*Rate	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
SHASTA COUNTY												
Unincorporated	10.0%	369.6	366.1	399.9	294.1	409.9	701.8	514.5	538.7	578.8	601.2	629.4
Anderson	10.0%	100.9	97.8	126.1	150.1	120.3	169.6	175.4	187.0	178.4	171.3	174.6
Redding	10.0%	2,190.4	2,110.7	2,217.7	2,193.1	2,413.8	2,631.8	2,650.0	2,981.0	3,239.7	3,229.8	3,501.1
Shasta Lake	10.0%	9.6	8.2	9.4	9.2	8.4	6.4	11.2	8.9	10.3	10.1	9.9
SIERRA COUNTY												
Unincorporated	10.0%	146.3	160.2	166.2	189.0	182.9	223.8	240.4	252.3	239.4	263.9	248.8
SISKIYOU COUNTY												
Unincorporated	8.0%	227.5	252.6	269.6	289.4	311.3	335.6	376.0	404.3	512.5	402.3	435.6
Dorris	5.0%	4.0	5.0	3.9	3.9	4.8	3.9	4.2	3.6	4.4	4.2	4.5
Dunsmuir	10.0%	44.6	44.5	50.5	57.4	58.3	53.0	52.4	66.9	80.9	78.0	82.5
Etna	6.0%	0.2	0.4	1.1	2.3	3.3		7.3	3.3	7.6	6.2	7.1
Mt. Shasta	10.0%	200.4	249.0	256.7	291.2	306.6	331.9	396.0	463.0	476.5	478.6	461.6
Weed	10.0%	175.3	194.8	206.1	230.2	245.7	247.6	276.1	296.5	314.7	325.6	314.2
Yreka	10.0%	313.6	290.7	308.0	287.3	308.9	349.8	388.7	393.6	407.4	437.8	525.2
SOLANO COUNTY												
Benicia	9.0%	130.8	127.7	138.1	108.2	125.9	156.0	178.3	205.6	162.2	211.3	188.2
Dixon	9.0%	61.5	67.2	71.5	73.5	122.4	135.5	199.0	202.9	178.9	165.3	182.2
Fairfield	10.0%	683.7	816.0	787.4	814.3	802.6	1,203.7	1,335.7	1,282.3	1,100.0	1,365.2	1,397.1
Rio Vista	8.0%	14.9	13.6	17.7	12.3	15.7	20.1	25.7	22.4	18.2	22.4	26.4
Vacaville	8.0%	245.9	178.3	364.1	587.8	637.7	458.9	609.1	688.7	941.3	897.7	879.8
Vallejo	11.0%	932.8	945.5	1,083.6	1,150.7	1,340.4	1,616.4	1,972.6	1,821.0	1,540.3	1,448.0	1,391.1
SONOMA COUNTY												
Unincorporated	9.0%	3,025.9	3,279.4	3,640.7	4,149.8	4,475.6	5,043.2	5,659.0	5,517.1	5,284.5	5,217.3	5,550.5
Cloverdale	10.0%	26.4	18.1	28.6	25.9	33.4	30.8	29.0	17.7	21.0	47.5	76.2
Healdsburg	10.0%	269.9	299.7	357.7	322.1	459.3	498.2	542.1	665.2	880.3	908.0	1,021.9
Petaluma	10.0%	528.3	583.6	604.3	662.6	714.3	790.6	868.3	761.4	881.1	1,066.9	1,199.5
Rohnert Park	12.0%	909.8	983.5	999.9	1,132.2	1,200.8	1,381.9	1,582.5	1,339.2	1,364.7	1,368.2	1,447.4
Santa Rosa	9.0%	1,686.6	1,871.5	2,019.7	2,355.8	2,555.7	2,989.5	3,375.2	2,990.9	3,093.5	3,036.0	3,236.5
Sebastopol	10.0%					67.6	104.6	204.3	235.2	238.2	233.2	270.4
Sonoma	10.0%	362.1	456.1	475.5	537.4	686.6	856.1	1,215.7	1,576.1	1,695.5	1,898.1	2,100.0
Windsor	10.0%										216.8	422.2

This information has been provided to Dean Runyan Associates by the California State Controller's Office, various taxing jurisdictions and visitor associations. The tax year usually corresponds to a fiscal year ending June 30. Periodic updates of this report can be found at www.deanrunyan.com.

*Current Rate corresponds to the rate in effect at the end of the last fiscal year. Many tax rates have changed over the reported time period. Some jurisdictions have variable rates.

California Transient Occupancy Tax by Jurisdiction

		Fiscal Year										
		Amounts in \$000										
	*Rate	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
STANISLAUS COUNTY												
Unincorporated	8.0%	191.1	191.9	129.6	147.8	168.3	325.3	469.6	469.5	573.6	607.3	573.7
Ceres	5.0%	19.0	14.0	15.0	21.0	26.2	30.9	38.7	50.5	69.4	78.1	81.1
Modesto	9.0%	1,619.7	1,610.4	1,608.1	1,600.2	1,821.4	1,838.0	2,148.4	2,119.8	1,993.9	2,110.9	2,098.3
Oakdale	7.0%	79.4	93.7	95.7	119.5	129.6	157.6	159.4	162.7	170.7	188.2	204.9
Turlock	9.0%	166.4	187.6	226.7	220.8	177.0	312.6	282.4	298.1	260.2	270.9	334.7
SUTTER COUNTY												
Yuba City	10.0%	205.6	199.7	211.4	190.7	237.5	240.4	374.2	421.8	531.3	549.9	563.5
TEHAMA COUNTY												
Unincorporated	8.0%	9.1	12.0	14.9	25.0	28.3	35.1	33.4	28.9	26.8	30.5	29.1
Corning	10.0%	155.7	181.9	176.4	184.8	196.9	196.8	190.5	221.0	339.0	172.9	357.8
Red Bluff	10.0%	340.4	343.1	325.7	328.3	371.9	397.5	403.7	459.9	458.1	471.0	503.0
TRINITY COUNTY												
Unincorporated	5.0%	205.5	212.1	176.7	184.0	174.0	195.2	193.1	169.8	183.0	199.1	204.2
TULARE COUNTY												
Unincorporated	10.0%	513.8	513.5	503.1	586.3	598.5	681.9	737.6	831.3	850.5	885.3	1,004.7
Dinuba	10.0%	2.7	23.4	36.2	42.7	49.3	46.7	54.4	61.3	58.0	51.7	57.6
Exeter	4.0%	2.2	4.3	4.9	5.4	6.2	21.5	18.3	80.0	26.2	27.0	29.2
Lindsay	8.0%	28.8	30.7	25.6	27.5	35.5	30.8	31.5	20.9	33.5	35.4	9.7
Porterville	8.0%	165.9	163.7	154.0	167.9	167.7	174.6	187.9	186.0	194.1	224.6	253.3
Tulare	10.0%	296.0	282.4	238.6	491.6	363.7	722.0	565.2	563.7	562.4	645.3	665.4
Visalia	10.0%	1,058.6	1,084.8	1,166.5	1,147.0	1,189.9	1,218.3	1,222.6	1,341.4	1,371.7	1,350.7	1,552.7
TUOLUMNE COUNTY												
Unincorporated	8.0%	703.1	695.4	744.5	842.4	880.8	894.2	955.6	953.2	1,084.5	1,122.1	1,152.3
Sonora	8.0%	160.7	162.8	157.2	178.9	180.0	187.7	194.1	227.6	228.9	205.0	196.4

This information has been provided to Dean Runyan Associates by the California State Controller's Office, various taxing jurisdictions and visitor associations. The tax year usually corresponds to a fiscal year ending June 30. Periodic updates of this report can be found at www.deanrunyan.com.

*Current Rate corresponds to the rate in effect at the end of the last fiscal year. Many tax rates have changed over the reported time period. Some jurisdictions have variable rates.

California Transient Occupancy Tax by Jurisdiction

		Fiscal Year										
		Amounts in \$000										
	*Rate	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
VENTURA COUNTY												
Unincorporated	8.0%	65.8	69.3	69.3	88.5	103.1	119.5	133.4	139.9	229.9	228.0	224.3
Camarillo	9.0%	778.0	739.4	766.6	813.6	843.9	974.0	1,154.9	1,253.1	1,158.8	1,390.9	1,595.1
Fillmore	10.0%	33.9	37.1	35.4	45.6	41.8	48.7	52.9	50.5	47.0	40.1	66.7
Ojai	10.0%	911.3	929.6	963.9	1,081.4	1,324.4	1,528.2	1,723.0	1,669.8	1,847.5	618.3	1,276.0
Oxnard	10.0%	1,348.2	1,445.4	1,626.7	1,763.0	1,907.7	1,876.5	2,328.2	2,321.8	2,247.8	2,275.9	2,554.9
Port Hueneme	10.0%	179.0	201.5	209.0	218.9	234.7	237.3	264.4	251.7	247.2	297.7	279.6
San Buenaventura	10.0%	1,849.5	1,997.7	2,256.7	2,310.4	2,508.3	2,436.7	2,896.9	3,017.5	2,835.6	3,169.7	3,352.6
Santa Paula	10.0%	49.5	61.6	58.4	65.5	45.7	70.9	75.3	92.0	98.8	114.8	115.6
Simi Valley	10.0%	494.3	562.7	593.7	698.1	785.2	907.2	885.1	998.3	894.1	976.1	1,157.2
Thousand Oaks	10.0%	1,206.7	1,272.6	1,405.4	1,530.5	1,721.5	1,983.2	2,202.7	2,200.0	1,900.0	2,100.0	2,198.0
YOLO COUNTY												
Unincorporated	8.0%	74.1	74.3	71.3	78.7	82.0	79.9	81.5	84.1	78.2	58.4	85.3
Davis	10.0%	347.1	396.5	395.6	458.1	595.0	704.5	1,148.6	881.6	909.0	981.1	928.1
West Sacramento	12.0%	349.5	352.1	344.0	388.6	454.7	470.9	521.5	535.1	546.7	568.4	768.3
Woodland	10.0%	363.4	360.3	410.5	445.8	468.9	431.1	471.6	577.2	579.3	715.6	738.7
YUBA COUNTY												
Unincorporated	10.0%	31.0	36.2	30.7	29.7	16.6				95.9	180.3	179.1
Marysville	0.0%	56.4	55.6	57.5	42.1	61.1	48.3	64.3	58.2	58.1	72.8	

This information has been provided to Dean Runyan Associates by the California State Controller's Office, various taxing jurisdictions and visitor associations. The tax year usually corresponds to a fiscal year ending June 30. Periodic updates of this report can be found at www.deanrunyan.com.

*Current Rate corresponds to the rate in effect at the end of the last fiscal year. Many tax rates have changed over the reported time period. Some jurisdictions have variable rates.

APPENDICES

Appendix A. Travel Industry Accounts

Appendix B. Travel Impact Estimation Procedures

Appendix C. Definition of Terms

Appendix D. Gross State Product and Indirect Business Taxes

TRAVEL INDUSTRY ACCOUNTS: A COMPARISON OF THE REGIONAL TRAVEL IMPACT MODEL AND TRAVEL & TOURISM SATELLITE ACCOUNTS

An economic account is a method for displaying inter-related information about a set of economic activities. A travel industry account is a method to report different types of related information about the purchase of goods and services by visitors. The Bureau of Economic Analysis (BEA), which now provides annual and quarterly estimates of travel and tourism at the national level describes a Travel and Tourism Satellite Account (TTSA) as “present(ing) a rearrangement of information from the National Income and Product Accounts, from the industry accounts, and from other sources so that travel and tourism activities can be analyzed more completely than is possible in the structure of the traditional national economic accounts.”¹⁰ Similarly, the RTIM has been developed by Dean Runyan Associates to estimate travel spending, earnings, employment, and tax receipts at the state, county, and regional levels. These initial findings can, in turn, be used as input data for deriving estimates of other economic measures, such as value-added and indirect effects.

This appendix provides an overview of the Regional Travel Impact Model (RTIM) and travel and tourism satellite accounts (TTSAs). Although there is no single or absolute form of a TTSA, the one developed by the Bureau of Economic Analysis (BEA) will be the basis of the analysis here. The definitions, framework, and estimating methods used for the U.S. BEA TTSA follow, as closely as is practicable, the guidelines for similar travel satellite accounts that were developed by the World Tourism Organization (WTO) and the Organization for Economic Co-operation and Development (OECD).

The primary focus is on the direct impacts of visitor spending. Visitors are defined as persons that stay overnight away from home, or travel more than fifty miles one-way on a non-routine trip. Only the expenditures related to specific trips are counted as visitor spending. Other travel related expenditures such as the consumption of durable goods (e.g., recreational vehicles or sporting equipment) or the purchase of vacation homes are not considered.

While such a definition of the travel industry (i.e., the trip related expenditures of visitors) is conservative, it is also in keeping with the notion of the travel industry as being an export-oriented industry for specific local communities. That is, visitors are important to regions because they inject money into the local economy. This focus on the export-oriented nature of the travel industry for local communities becomes blurred if the industry is defined so as to include non-trip related expenditures.

¹⁰ Peter D. Kuhbach, Mark A. Planting, and Erich H. Strassner, “U.S. Travel and Tourism Satellite Accounts for 1998-2003,” *Survey of Current Business* 84 (September 2004): 43-59.

PRIMARY CONCEPTS, CATEGORIES & DATA REQUIREMENTS

There are three primary types of information that are measured and/or estimated in a travel industry account. The first is a measure of the **travel industry** in terms of both the characteristics of the business firms that sell travel goods and services and the characteristics of consumers that purchase travel industry goods and services. The second is measure of the **demand segments** that consume travel industry goods and services. For example, the distinction between business and leisure travel is a measure of demand segments. The third is a measure of the **components of economic output** associated with the travel industry. The employee earnings generated by visitor spending is one such component. Travel-generated tax receipts are another. These three categories of information represent different aspects of the accounting ledger – they represent different ways of viewing or analyzing the travel industry.

The bulk of this appendix will discuss these three types of information in terms of their conceptual foundations, the data requirements, and some of the more salient issues that users of this information should be aware of. There will also be some discussion of **indirect and induced effects** in that these effects can be reasonably estimated from the direct travel industry accounts. These secondary (versus direct) effects describe the relationship of the travel industry to other sectors of the larger economy.

The intent of this discussion will be to provide a general overview of the process of constructing travel industry accounts and the underlying similarity between the RTIM and a TTSA. More technical issues are generally placed in footnotes.

TRAVEL INDUSTRY

Defining the travel industry is probably the most critical and data intensive effort involved in developing a travel industry account. It is an exercise in matching supply (sellers of goods and services) with demand (the travelers that purchase those particular goods and services). It is complicated by the fact that no single industrial classification scheme provides a valid measure of the travel industry.¹¹ There are only three significant industrial classifications, accommodations (NAICS 721) and Scheduled Passenger Air Transportation (NAICS 481111) and Travel Arrangement and Reservation Services (NAICS 5615) that *primarily* sell travel industry goods and services.¹² Firms in other industries (retail, recreation, transportation) provide goods and services to both travelers and other types of consumers.

Because of this, most satellite accounts, as well as the RTIM, incorporate at least some information about the expenditures of visitors in order to define the supply of visitor industry firms. For example, if there is an estimate of visitor-days and an estimate of how much the average visitor spends on food services per day, then an estimate of visitor

¹¹ The North American Industrial Classification System (NAICS) is the current standard in the United States.

¹² Even these industries are not purely travel. For example, the accommodations industry provides services to local residents (food service and meeting rooms). Passenger airlines also ship cargo on the same planes that carry passengers. Fortunately, it is usually possible to make adjustments for these non-travel components through the use of additional data.

spending on food services can be calculated. In most cases, this will be only a fraction of all food service sales in that residents are a larger market for most restaurants.¹³

The industry sectors that are usually matched to visitor spending in this way are: accommodations (NAICS 721), food service (722), arts, entertainment and recreation (71), and retail trade (44-45). A portion of transportation business is also part of the travel industry for obvious reasons.

In the case of the transportation sector, the definition and measurement of the travel industry component is more complicated because most transportation spending by visitors involves travel to and from the destination, rather than travel at or within the destination market. This is not an issue if the geographic scope of the travel industry market includes the origin and destination of travel. National travel industry accounts thus include all domestic passenger air transportation in the travel industry. The issue is more complicated at the state or regional level, however. Suppose, for example, that the focus of a travel industry account is the state of Arizona. How should the purchase of a round trip airline ticket by a Chicago resident traveling to Phoenix be treated in that only some of the economic impact of this spending will occur in Arizona? A reasonable approach would be to allocate only a portion of this spending (and related payroll, taxes, etc.) to Arizona and ignore the remainder for the purpose of creating a travel industry account for Arizona. However, if this procedure were followed for every state, the sum of the state accounts would be less than the national travel account. The state accounts would be additive if outbound air travel from each state were included. However, this is methodologically inconsistent with the construction of a national account, which does not include outbound travel as a component of domestic tourism demand. The approach used in the RTIM is to make a distinction between the *visitor industry*, that includes only visitor demand, and the *travel industry*, which includes visitor demand and that portion of outbound travel that can be attributed to the resident economy. For example, the passenger air transportation employment in Arizona can be divided between three groups of travelers: inbound, outbound, and pass-through. Only that employment attributable to inbound travel is part of the Arizona *visitor industry*. Employment attributable to outbound and pass-through travelers is included with the larger *travel industry*.¹⁴

The following two tables display the specific industries that are included in the travel industry for the BEA's national TTSA and the RTIM. Although not identical, the industries are equivalent with only a few exceptions.¹⁵

¹³ The proportion can vary enormously among regions and localities, however. In many popular visitor destinations, the primary market for food service will be visitors. It should also be noted that even with reliable visitor survey data, there is still the issue of how to translate spending on food service *commodities* to the supply of food service by *industry*. As indicated in the footnote above, food service is also supplied by the accommodation industry.

¹⁴ The same issue arises with Travel agencies and reservation services (NAICS 5615). Most of these services are probably related to outbound travel and are treated as such in the RTIM.

¹⁵ The major exception is that the BEA includes the production of consumer non-durables that are sold through retail outlets. This is not a major component and would be even less so at the level of the state.

**Bureau of Economic Analysis Tourism Industries
Distribution of United States
Travel-Generated Compensation, 2002**

Accommodations & Food Service	35.4%
Traveler accommodations	21.0%
Food services and drinking places	14.3%
Transportation	29.2%
Air transportation	20.7%
Rail transportation	0.5%
Water transportation	0.9%
Interurban bus transportation	0.4%
Interurban charter bus transportation	0.3%
Urban transit systems & other tran.	1.6%
Taxi service	0.9%
Automotive equipment rental & leasing	2.4%
Automotive repair services	1.2%
Parking lots and garages	0.2%
Toll highways	0.1%
Recreation	11.1%
Scenic and sightseeing transportation	0.5%
Motion pictures and performing arts	1.2%
Spectator sports	2.2%
Participant sports	2.5%
Gambling	2.4%
All other recreation and entertainment	2.3%
Retail & nondurable goods production	16.2%
Petroleum refineries	0.2%
Industries producing nondurable PCE commodities, excluding petroleum refineries	4.7%
Wholesale trade & tran. services	4.2%
Gasoline service stations	0.9%
Retail trade services, excluding gasoline service stations	6.2%
Travel arrangement & reservation services	7.0%
All other industries	1.1%
Total Tourism Compensation	100.0%

Source: Adapted from Peter D. Kuhbach, Mark A. Planting, and Erich H. Strassner, "U.S. Travel and Tourism Satellite Accounts for 1998-2003," Survey of Current Business 84 (September 2004): 59, table 5.

RTIM Travel Impact Industries Matched to NAICS

Travel Impact Industry	NAICS Industry (code)
Accommodation & Food Services	Accommodation (721) Food Services and Drinking Places (722)
Arts, Entertainment & Recreation	Performing Arts, Spectator Sports (711) Museums (712) Amusement, Gambling (713) Scenic and Sightseeing Transportation (487)
Retail	Food & Beverage Stores (445) Gasoline Stations (447) Clothing and Clothing Accessories Stores (448) Sporting Goods, Hobby, Book, and Music Stores (451) General Merchandise Stores (452) Miscellaneous Store Retailers (453)
Ground Transportation	Interurban and Rural Bus Transportation (4852) Taxi and Limousine Service (4853) Charter Bus Industry (4855) Passenger Car Rental (532111) Parking Lots and Garages (812930)
Air Transportation	Scheduled Air Passenger Transportation (481111) Support Activities for Air Transportation (4881)
Travel Arrangement Services	Travel Agencies (56151) Tour Operators (56152)

Source: Dean Runyan Associates

DEMAND SEGMENTS

The distinction between inbound and outbound travel has already been discussed in the previous section and in terms of the concepts of the *visitor industry* and the *travel industry*. Three other types of demand segments that are related exclusively to the *visitor industry* will be discussed here. The first two demand categories are reported by the BEA in their national TTSA. They are: ***leisure versus business travel***, and ***resident versus non-resident travel***. The third demand category is typically reported in the RTIM: ***type of traveler accommodation***. These three demand categories will be discussed in turn.

The distinction between ***leisure versus business travel*** is useful for several reasons. Economists like to distinguish between personal consumption expenditures on the one hand and business expenditures on the other. Indeed, this distinction is central for the National Income and Product Accounts (NIPAs). Those in the travel industry are more likely to be interested in this distinction because leisure travelers represent a more “marketable” segment because their travel choices are less determined by economic and business factors. Furthermore, business and leisure travelers tend to have different spending profiles. The availability of this information in either a state or regional TTSA or RTIM is essentially dependent on the availability of survey data (as it is at the national level). It should be noted, however, that such estimates are considerably less reliable for smaller geographic areas because of the limitations of survey data. Even at the state level, year-to-year changes in the composition of this demand segment should be interpreted in conjunction with other data.

The distinction between ***resident versus non-resident travel*** is fundamental to a national TTSA because it mirrors the distinction between the domestic economy and international transactions. Non-resident travel in the United States is considered an export in the official international transaction accounts.¹⁶ The distinction is obviously also important because it is based on different political, legal, and currency regimes – factors that in themselves influence travel behavior. At the level of the state or region, the distinction between resident and nonresident travel is less important, although it is often reported.¹⁷ There are at least two reasons why this distinction is less useful at state and regional levels.

First, there is considerably less of an economic rationale for distinguishing resident and non-resident travel at the level of the state, or any other political jurisdiction within the United States, than there is at the national level. States do not maintain interstate trade balance sheets that chart the flow of goods and services across state boundaries. From an economic point of view, the administration of the tax system is the primary, if only, reason for this distinction. In the case of travel and tourism, the evaluation of the tax impacts of resident versus nonresident travel might also be important.¹⁸

¹⁶ Conversely, the spending of U.S. visitors in other countries is treated as an import in the international transaction accounts.

¹⁷ The issues discussed with regard to the reliability of survey data for leisure versus business travel also applies to this category

¹⁸ Nonresident visitors who pay taxes in their destination state represent an unambiguous gain for the state. This effect is less clear for resident travelers within the state.

Second, travel is behaviorally defined by length of distance from home (usually at least 50 miles one-way), trip purpose (non-routine), and/or the use of an overnight accommodation away from home. Rarely is domestic travel defined by virtue of crossing a geographic boundary.¹⁹ The operators of tourist attractions in local communities are generally less interested in the origin of visitors than in the revenue that they generate for their businesses. In terms of the economic impacts at the *local* level, the distinction between in-state residents, out-of-state residents and international visitors may not be relevant other than for the purpose of marketing. However, other geographic characteristics of the visitor (e.g., distance traveled, the specific area of origin) are generally more useful measures of the visitor market than whether the visitor is a resident or nonresident.

Finally, the distinction among different ***types of traveler accommodations*** is generally reported in the RTIM. Typically, these categories are:

- Visitors who stay in hotels, motels, B&Bs., and similar lodging facilities
- Visitors who stay at campsites
- Visitors who stay in the private homes of friends or relatives
- Visitors who stay in vacation or second homes
- Visitors who do not stay in overnight accommodations on their trip away from home (day visitors).

These distinctions can be useful because estimates of economic impacts are often used for different purposes. The total of all accommodation types, of course, is an estimate of the total magnitude of the visitor industry. Visitors who stay in commercial lodging such as hotels and motels are most likely to have the greatest economic impact on a person-day basis. These visitors are also more likely to be influenced by marketing efforts. In urban areas, a large proportion will represent business travel. In other words, the type of accommodation category can be used in conjunction with other types of data to analyze the market characteristics of visitors.

¹⁹ In essence, state level travel impact estimates really represent an aggregation of smaller geographic units, such as counties or regions. Populous states with large landmasses (e.g., California or Texas) will have a higher proportion of resident travel than small states (e.g., Rhode Island or Delaware).

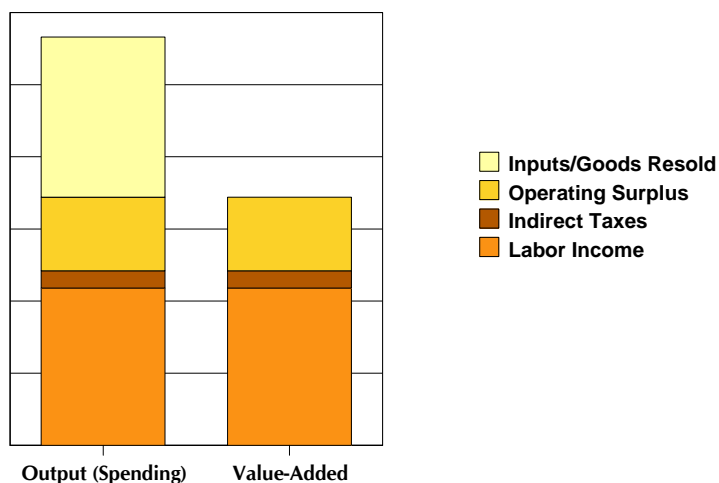
COMPONENTS OF INDUSTRY OUTPUT

Because both the RTIM and the TTSA are empirically linked to NAICS industry accounts, it is possible to provide estimates of different components of economic output. The major economic components most often estimated are:²⁰

- Travel spending (Gross Output)
- Value-added (Gross Product)
- Earnings (labor income)
- Indirect business taxes (sales, excise, property taxes & fees).

The relationship of these components is shown below. As indicated, the value-added of a particular industry (the bar on the right) is equal to gross output (travel spending) minus the intermediate inputs used by travel industry businesses to produce the good or service. Restaurants, for example, prepare and serve the food products that are purchased from suppliers. Airlines purchase or lease airplanes from other firms. These intermediate inputs are not counted as part of the value-added of the travel industry. They are counted as value-added in other industries (e.g., agriculture, aerospace manufacturing).

COMPONENTS OF INDUSTRY OUTPUT



The distinction between gross output and value-added is probably even more important at the state or regional level. This is because the intermediate inputs that are purchased from other industries are even more likely to be purchased from businesses located in different regions or states. The economic impact of air passenger travel in the state of Hawaii should not include the purchase of airplanes manufactured in the United States mainland

²⁰ There are some small differences between the BEA TTSA and the RTIM in what these components include. The BEA allocates proprietor income to Operating Surplus; the RTIM allocates it to Labor Income. The RTIM does not have an estimate of property taxes in indirect taxes. Overall, property taxes on businesses are a relatively small proportion of indirect taxes.

by Boeing or in Europe by Airbus. Travel industry value-added is a more meaningful measure of the true economic impact visitor spending in Hawaii because some of economic impact of that spending will occur elsewhere.²¹

Value-added can also be viewed in terms of the distribution or payout of industry receipts, exclusive of those paid to other firms for intermediate inputs. Some of the receipts are distributed to labor as wages, benefits, and proprietor income. Some receipts are paid to government as indirect taxes. These taxes are called “indirect” because most of them are actually paid by consumers in the form of sales or excise taxes.²² The remainder leaves gross operating surplus. Out of gross operating surplus various payments are made in the form of dividends, interest, and other payments, or retained by the firm. The sum of these three broad categories of payments is equal to travel industry value-added. To summarize:

Value-added = Spending *less* intermediate goods & services, or

Value-added = Labor Income *plus* indirect business taxes *plus* gross operating surplus.

The RTIM is similar to the TTSA in that it also provides estimates of these components of economic output. Travel spending, earnings, and tax impacts are generally provided at the state or regional level. Value-added is generally reported at the state-level only (sometimes referred to as Travel Industry Gross State Product). At the level of the state, travel industry value-added or GSP is an important measure – more economically meaningful than travel spending.²³ For smaller geographic areas, however, the rationale for reporting value-added is less clear. First, there are real data limitations and data costs in deriving these estimates. Second, ***the most important components of value added for the travel industry are earnings and tax receipts***. Because the travel industry is relatively labor intensive and because a large proportion of travel industry goods and services are subject to excise and sales taxes, these two components of value-added (labor income and indirect taxes) are relatively high for the travel industry. The local effects of gross operating surplus are generally less important and certainly much more difficult to assess than are earnings and tax impacts. The relevance of earnings and tax receipts is also in keeping the export-oriented emphasis of the travel industry: earnings and tax receipts are more likely to stay in the local economy than is operating surplus.

²¹ It should also be noted the value of the intermediate inputs used by travel industry firms will not necessarily disappear if the travel industry stops buying them. Aerospace firms will shift their production to other users (e.g., military). Agriculture will seek new markets for their products.

²² Other taxes included here are property taxes, business franchise taxes, and other fees. Income taxes are not included, because they are paid out of operating surplus.

²³ It is also possible to compare different industries with respect to their value-added. It is more difficult and less useful to compare industries on the basis of sales.

INDIRECT, INDUCED AND SECONDARY EFFECTS

To this point, the discussion of travel industry accounts has referred only to the direct output components. That is, the ripple effects of the re-spending of travel industry receipts throughout the larger economy have not been analyzed. The structure of both the TTSA and the RTIM permit such analysis.

- **Indirect** effects refer to the intermediate inputs used to produce the final product or service, providing that those inputs are themselves produced within the designated geographic area.
- **Induced** effects refer to the purchase of goods and services by *employees* that are attributable to direct and indirect impacts. These induced impacts are derived from economic data that describe the purchasing patterns of households. For example, employees of all the designated export-oriented industries will spend their income on food, household durables, health care, and so on.
- The sum of indirect and induced impacts is sometimes referred to as the **secondary** effect. These secondary impacts may be as great or greater than the direct impact alone.
- The ratio of the total effects (direct plus either indirect, induced, or secondary) to the direct effects is the **multiplier**.

The BEA reports the **indirect** components of economic output. This is equivalent to domestic travel spending less the goods and services imported from abroad to meet domestic demand. For travel, these imports would include souvenirs manufactured in China and petroleum extracted in Saudi Arabia. The indirect output multiplier for 2002 was 1.76. The ratio of domestic travel spending to travel industry value-added was 1.88. The difference reflects the intermediate inputs for travel imported from abroad.

At the state level, these indirect output multipliers are typically lower because relatively more of the intermediate inputs are purchased from outside of the state. At the county or metropolitan level, the multipliers are generally even lower for the same reason. Furthermore, the estimates are usually less reliable because of the data limitations of the regional input-output model used to estimate the indirect effects.

The BEA does not report **induced** effects – the effect of household spending of the direct and indirect labor income. Typically, these induced effects will be larger than the indirect effects at the state or regional level, in part because they are based on both the direct and indirect components.²⁴ As with indirect effects, the induced effects will also tend to be lower for smaller economic areas and the reliability of the estimates will be less.

Secondary effects should be interpreted cautiously. These effects describe the relationship of economic transactions at a point in time. These relationships will not necessarily remain constant with a change in direct economic output. This is because all economic resources have alternative uses. Because of this, it is often difficult to determine the effect of an increase or decrease in visitor spending on the larger economic system over time.

²⁴ The induced effects can be estimated with the Implan model maintained by the Minnesota Implan Group.

THE REGIONAL TRAVEL IMPACT MODEL AND TRAVEL & TOURISM SATELLITE ACCOUNTS COMPARED

This appendix has provided an overview of Dean Runyan Associates RTIM and the Bureau of Economic Analysis' domestic TTSA. These travel industry accounts are similar in terms of how they define the travel industry and the measures of the industry that are reported. The differences stem largely from their different levels of analysis – the BEA provides estimates at the national level only, while the RTIM's are typically constructed on a state or regional level. Because of this geographic focus, the RTIM provides a distinction between the visitor industry and the travel industry. The RTIM also provides measures of all of the components of economic output and secondary effects at the state or large region level. At smaller units of analysis, however, the emphasis is on earnings and tax receipts generated by travel spending as these are the most reliable and meaningful measures of the economic impact of travel at the local level.

TRAVEL IMPACT ESTIMATION PROCEDURES

TRAVEL SPENDING

Hotel, Motel, B&B. Spending on commercial accommodations by hotel and motel guests is estimated from state room tax receipts for each county. Where room tax receipts are unavailable or incomplete, room sales are estimated from lodging inventories, occupancy rates, and room rates. Other lodging industry data, such as sales tax receipts, employment and earnings, are also used to estimate and/or validate room sales. Spending by hotel and motel guests in other business categories, such as food and transportation, is estimated using spending distributions reported in the visitor survey data. The spending distribution shows how travelers divide their spending between lodging and other purchases.

Private Campground. Spending by campers using commercial campgrounds is estimated from the number of commercial campsites, the average occupancy of these campsites, and the average daily expenditures of visitor camp parties reported in survey data. Spending in other business categories is estimated in the same way as for hotel guests.

Public Campground. Spending by campers using public campgrounds is estimated from visitor counts at federal, state, and locally managed campsites and recreation areas, and daily spending estimates from the visitor survey.

Private Home. Spending by private home guests is determined from census data and visitor survey data. The number of owner occupied housing units per county is taken from the decennial census and updated annually. The average number of days per year visitors hosted by residents and the average daily spending of these visitors are estimated from visitor survey data.

Vacation Home. The estimated spending by vacation home renters and owners is also based on census data and visitor survey data. The number of seasonal housing units per county is taken from the decennial census and updated annually. The average number of days per year that these units are occupied by owners or renters (where a room tax is not collected) and the average daily spending of these visitors are estimated from visitor survey data.

Day Travel. The share of day visits as a percentage of total travel is estimated from visitor survey data and applied to average daily spending estimates to produce day visitor spending.

Air Transportation. Visitor spending estimates for air transportation are derived from the Origin-Destination survey conducted for the Bureau of Transportation Statistics. Employment and earnings estimates are derived from industry receipts, payroll, and employment data for passenger traffic. The impacts of air cargo operations on scheduled passenger flights are not included in these estimates.

Travel Agencies. This category consists of travel agencies (NAICS 56151). Employment estimates are based on employment data provided by the Bureau of Labor Statistics. Spending estimates are derived from the 1997 Economic Census.

RELATED TRAVEL IMPACTS

Spending by travelers generates jobs, payroll, and state and local tax revenue.

Earnings generated directly from traveler expenditures are estimated from the payroll-to-receipts ratio obtained from data published in the 2002 Economic Census and the state and county estimates of earnings and employment produced annually by the Bureau of Economic Analysis' Regional Economic Information System (REIS). Earnings includes payroll and other earned benefits of employees, and proprietor income.

Employment in each business category is calculated from average earnings data derived from Bureau of Labor Statistics Covered Employment and Wages (CEW) data and the earnings and employment produced annually by the Bureau of Economic Analysis' Regional Economic Information System (REIS).

Local Taxes consist of all local (municipality, county, special districts) point-of-sale taxes, including room taxes and sales taxes. Property taxes are not included.

State Taxes consist of all statewide point of sale taxes (including sales taxes and gasoline excise taxes) and personal and corporate income taxes.

DEFINITION OF TERMS

Accommodation: Spending for lodging by hotel and motel guests, campers and vacation home users.

Air Transportation: One-way airfares and related impacts for visitors traveling to California. Outbound and resident air travel is included in “other travel” category.

Campers: Travelers staying at RV parks and commercial campgrounds or at public campgrounds such as those in National Parks and National Forests.

Day Travel: Day travel is defined as a trip of 50 miles or more (one way) that does not include an overnight stay away from home. Day travel does not include routine commutes for business or school.

Earnings: Total earnings include wage and salary disbursements, other earned benefits and proprietor income. Only the earnings attributable to travel expenditures are included.

Employment: Industry employment (jobs) associated with the travel-generated payroll and proprietors. This includes both full- and part-time positions.

Expenditures: Purchases by travelers during their trip, including lodging taxes and other applicable local and state taxes paid by the traveler at the point of sale.

Food and Beverage Services: Businesses serving food and beverages for immediate consumption. In addition to table-service restaurants, this category includes fast-food outlets and refreshment stands.

Food Stores: Grocery stores, food markets, liquor and wine stores, and other businesses selling food or beverages for consumption off the premises.

Ground Transportation: Spending on car rentals, gasoline and other vehicle operating expenses and on local transportation such as taxi, bus and train.

Hotel and Motel Guests: Travelers staying in hotels, motels, resorts, bed & breakfast establishments, condominiums and other lodging places where the Transient Lodging Tax is collected.

Local Tax Receipts: Tax revenue collected by counties and municipalities, as levied on applicable travel-related businesses. Consists of transient lodging taxes and local use taxes.

Private Home Guests: Travelers staying as guests with friends or relatives.

Receipts: Travel expenditures less the sales and excise taxes imposed on those expenditures. Also referred to as business receipts.

Recreation: Spending on amusement and recreation, such as admissions to tourist attractions.

Retail Sales: Spending for gifts, souvenirs, and other items. Excludes spending listed separately, such as food stores or recreation.

Spending Distributions: Information from visitor surveys showing how spending by each type of visitor is divided among various business categories.

State Tax Receipts: Personal income taxes based on the associated travel-generated employment; state corporate income taxes and motor fuel taxes attributable to travel expenditures; and, one percent state lodging tax (beginning January 2004).

Transient Lodging Tax: A tax charged on lodging. Also referred to as room tax, transient occupancy tax, hotel tax or lodging tax.

Travel: A day or overnight trip that is not of a local or commuting nature. Travel may be for business or pleasure purposes.

Travel Arrangement: Fees paid to travel agents and tour operators and related impacts are included in "other travel" category.

Traveler: A person traveling in California. A traveler may be an California resident or a resident of another state. The terms traveler and visitor have the same meaning in this report.

Vacation Home User: Travelers using their own vacation home or timeshare and those renting a vacation home or privately owned cabin where transient lodging tax is not collected.

Visitor Spending. Spending by travelers at or near their destinations. This excludes outbound airfares spending on travel arrangement services. All automobile operating expenses are included in the ground transportation component of destination spending.

**Gross State Product and Indirect Business Taxes
California Industries, 2003**

	GSP (\$ Millions)	Percent of GSP	
		Taxes Only	Taxes less Subsidies
Total Gross State Product	1,438,134	6.8%	6.2%
Private industries	1,277,809	7.6%	7.2%
Agriculture, forestry, fishing, and hunting	20,835	2.7%	-8.1%
Crop and animal production (Farms)	14,059	3.0%	-13.0%
Forestry, fishing, and related activities	6,776	2.0%	2.0%
Mining	10,261	4.1%	4.1%
Oil and gas extraction	7,979	4.1%	4.1%
Mining, except oil and gas	1,329	3.7%	3.7%
Support activities for mining	953	3.8%	3.8%
Utilities	24,104	18.9%	20.2%
Construction	63,654	1.0%	1.0%
Manufacturing	161,707	3.6%	3.6%
Durable goods	101,691	1.6%	1.6%
Wood product manufacturing	2,214	1.3%	1.3%
Nonmetallic mineral product manufacturing	3,811	2.0%	2.0%
Primary metal manufacturing	2,063	3.6%	3.6%
Fabricated metal product manufacturing	10,192	1.2%	1.2%
Machinery manufacturing	8,297	1.6%	1.6%
Computer and electronic product manufacturing	45,092	1.8%	1.8%
Electrical equipment and appliance manufacturing	3,192	2.2%	2.2%
Motor vehicle, body, trailer, and parts manufacturing	3,629	1.4%	1.4%
Other transportation equipment manufacturing	9,739	1.1%	1.1%
Furniture and related product manufacturing	3,030	0.9%	0.9%
Miscellaneous manufacturing	10,432	1.0%	1.0%
Nondurable goods	60,016	7.0%	7.0%
Food product manufacturing	16,824	18.2%	18.2%
Textile and textile product mills	1,274	3.6%	3.6%
Apparel manufacturing	5,648	1.0%	1.0%
Paper manufacturing	2,384	3.1%	3.1%
Printing and related support activities	4,299	1.0%	1.0%
Petroleum and coal products manufacturing	8,462	4.0%	4.0%
Chemical manufacturing	16,962	2.9%	2.9%
Plastics and rubber products manufacturing	4,162	1.9%	1.9%
Wholesale trade	81,908	26.1%	26.1%
Retail trade	104,458	21.6%	21.6%
Transportation and warehousing, excluding Postal Service	33,748	5.3%	2.5%
Air transportation	6,171	8.2%	3.0%
Rail transportation	812	3.3%	-66.3%
Water transportation	777	5.7%	1.9%

Source: Bureau of Economic Analysis

Gross State Product and Indirect Business Taxes California Industries, 2003

	GSP (\$ Millions)	Percent of GSP	
		Taxes Only	Taxes less Subsidies
Truck transportation	9,426	2.0%	2.0%
Transit and ground passenger transportation	1,692	4.9%	4.9%
Pipeline transportation	375	18.9%	18.9%
Other transportation and support activities	10,744	7.7%	7.7%
Warehousing and storage	3,750	0.8%	0.8%
Information	87,330	3.3%	3.3%
Publishing including software	16,169	1.1%	1.1%
Motion picture and sound recording industries	26,700	1.2%	1.2%
Broadcasting and telecommunications	36,192	6.4%	6.4%
Information and data processing services	8,269	1.1%	1.1%
Finance and insurance	98,609	3.8%	3.8%
Federal Reserve banks, credit intermediation and related	52,102	2.3%	2.3%
Securities, commodity contracts, investments	19,369	1.5%	1.5%
Insurance carriers and related activities	24,926	9.1%	9.1%
Funds, trusts, and other financial vehicles	2,212	0.9%	0.9%
Real estate, rental, and leasing	223,864	10.2%	9.0%
Real estate	209,527	10.6%	9.3%
Rental and leasing services and lessors of intangible assets	14,337	4.7%	4.7%
Professional and technical services	115,308	1.0%	1.0%
Legal services	23,878	2.0%	2.0%
Computer systems design and related services	20,009	1.1%	1.1%
Other professional, scientific and technical services	71,420	0.7%	0.7%
Management of companies and enterprises	23,595	0.5%	0.5%
Administrative and waste services	42,185	2.0%	2.0%
Administrative and support services	39,005	1.4%	1.4%
Waste management and remediation services	3,180	10.1%	10.1%
Educational services	10,236	1.5%	1.5%
Health care and social assistance	84,775	1.4%	1.4%
Ambulatory health care services	45,996	1.1%	1.1%
Hospitals and nursing and residential care facilities	31,065	2.0%	2.0%
Social assistance	7,714	0.4%	0.4%
Arts, entertainment, and recreation	18,668	2.7%	2.7%
Performing arts, museums, and related activities	11,445	2.2%	2.2%
Amusements, gambling, and recreation	7,224	3.5%	3.5%
Accommodation and food services	37,057	10.5%	10.5%
Accommodation	10,308	6.9%	6.9%
Food services and drinking places	26,749	11.8%	11.8%
Other services, except government	35,508	6.9%	6.9%
Government	160,326	0.0%	-1.4%
Federal civilian	21,749	0.0%	0.0%
Federal military	13,574	0.0%	0.0%
State and local	125,003	0.0%	-1.8%

Source: Bureau of Economic Analysis